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Acreage Marketing Guides

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Spring Vegetables



Spring Melons

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UNITED STATES DEPARTMENT OF AGRICULTURE • Agricultural Marketing Service • Washington, D. C.

F O R E W O R D

The acreage-marketing guides program is designed to help growers appraise the markets for their commodities and develop a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. These specialists analyze the variations of the market, check production and market opportunities and interpret experiences of past years in relation to the coming season. All factors affecting the supply and demand for vegetables are given full consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed.

The guide for each commodity is presented in terms of a percentage change in acreage from the preceding year's acreage. Each grower then can apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the latest information available, the grower will make intelligent decisions for his and the industry's best interest. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1964 Acreage-Marketing Guides
Spring Vegetables and Melons

The basic objective of acreage-marketing guides is to aid growers in bringing about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has a bearing upon the ultimate market for a given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreages in accordance with the individual commodity guide. For example, when it is recommended that the 1964 acreage of late spring cabbage be reduced 5 percent from the acreage planted in 1963, every grower of late spring season cabbage should decrease his plantings by 5 percent.

I. 1963 GENERAL REVIEW AND RECOMMENDATIONS FOR 1964.

The production of spring vegetables is affected by unfavorable weather in nearly every year. The 1963 spring season was no exception. Freezing weather struck early, both in the Southeast and in the West. Problems in the widespread areas ranged from drought to excessive rains later in the season, but in general, crops developed well. New record yields were established for green peppers, early spring snap beans and cucumbers, and late spring snap beans, cabbage, and onions. In addition to the high yields, aggregate acreage of spring vegetables was 4 percent larger than in 1962 and total production was up 8 percent.

Excessive production of some commodities and poor harvest timing of others resulted in an array of marketing problems. Prices received for most spring vegetables were below 1962 levels. Particular difficulties developed for carrots, celery, early spring sweet corn, cucumbers and lettuce, and late spring cabbage and tomatoes. Late spring lettuce and onions were notable exceptions, returning attractive prices to growers. But the index of prices received for all spring vegetables was 16 percent below a year earlier and about equal to the 1947-49 base. Gross returns totaled 176 million dollars compared to 195 million in 1962. The 1964 guides recommend an aggregate spring vegetable acreage 3 percent smaller than in 1963. With normal abandonment and average yields, this acreage would result in a production 5 percent less than in 1963.

The marketing seasons for cantaloups and watermelons had little in common in 1963. High yields were obtained on an increased spring watermelon acreage and production was record large. Market requirements were exceeded by a substantial margin. Watermelon sales were made at distress prices during the peak of the harvest season and Florida growers abandoned more than a half million hundredweight because of the market conditions. Cantaloup acreage was also increased from 1962. But in contrast to watermelons, the large cantaloup crop was marketed at favorable prices. Harvest timing was good and competition

from the following summer crops was below normal. The 1964 guide suggests a spring cantaloup acreage equal to 1963. With average yields, this would result in a production slightly smaller than in 1963. The guide for watermelons calls for a 15 percent reduction in Florida acreage in 1964, with no change in California plantings. A substantial reduction in Florida production is necessary if the marketing problems of recent years are to be overcome.

Specific planted acreage recommendations for 1964 spring vegetables and melons are as follows:

Commodity	Percentage change from 1963 acreage
Spring Vegetables	Percent
Lima Beans	Minus 5
Snap Beans (early)	No change
(mid)	Minus 5
(late)	No change
Broccoli (early)	No change
(late)	No change
Cabbage (early)	No change
(late)	Minus 5
Carrots	Minus 25
Cauliflower (early)	No change
Celery	Minus 5
Sweet Corn (early)	Florida: Minus 10 Texas: No change
(late)	No change
Cucumbers (early)	No change
(late)	No change
Eggplant	No change
Lettuce (early)	California: Minus 20 All other states: No change
(late)	No change
Onions (early)	Minus 5
(late)	Plus 10
Peas (early)	Plus 10
Green Peppers	No change
Spinach	No change
Tomatoes (early)	No change
(late)	Minus 5
Spring Melons	
Cantaloups	No change
Watermelons (late)	Florida: Minus 15 California: No change

II DEMAND FOR VEGETABLES IN THE SPRING OF 1964

Increasing consumer spending, business investment, and government purchases point to continued growth in production and general business through winter and spring. Business investment outlays, which were lagging during the current economic expansion, picked up recently in response to continued strong demands in the consumer and government sectors and are expected to rise further in the coming months. The general level of output in the spring, measured in terms of the value of final products, may total around 5 percent above a year earlier, leading to further increases in employment and consumer income.

Rising real income per capita, and an increasing population, indicate further increases in domestic demands for farm products during the spring of 1964. Expanding domestic and foreign markets for farm products imply a continued high level of demand for spring vegetables. Prices for individual commodities will, of course, be dependent on volume of production, quality of marketings and timeliness of harvests.

III FOREIGN TRADE, SPRING VEGETABLES

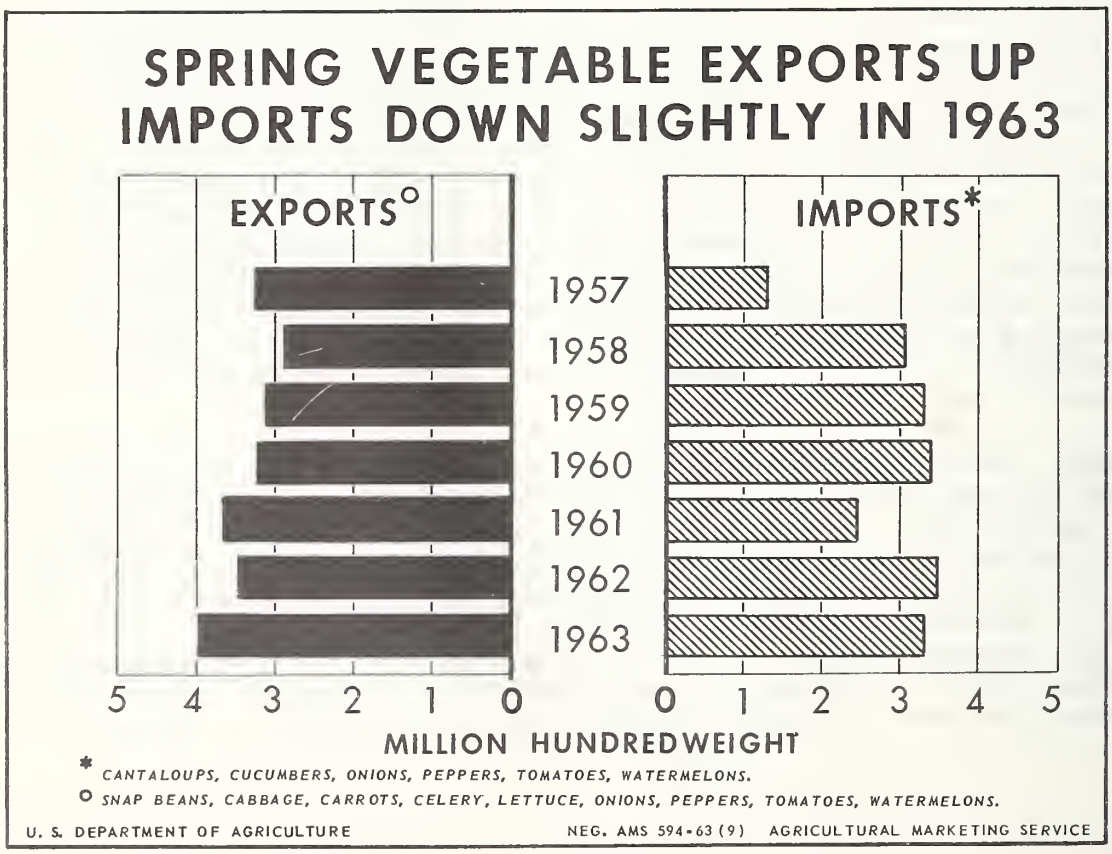
Imports: Total spring imports of the six major vegetables in 1963 were practically the same as in 1962. However, substantial shifts occurred among the commodities. Imports of both cantaloups and watermelons, which originate almost entirely in Mexico, increased sharply for the second successive year. But onions and cucumbers were down substantially, largely because U. S. prices for these commodities were less attractive than in 1962. Tomatoes remained the largest volume item imported in 1963. Cantaloups, which have been trending up in recent years, were second in total tonnage. About 95 percent of the spring vegetables imported in 1963 originated in Mexico; that country will continue to dominate the import picture during the March-June period. If growing conditions are about average in Mexico, potential volume of spring vegetables in 1964 will be at least equal to the quantity available during the past season. Actual import volume will, of course, be dependent on the attractiveness of market conditions in the U. S.

Exports: Spring vegetable exports in 1963 amounted to 5.8 million hundredweight, up one million hundredweight from the total recorded in the March-June period, 1962. Among the ten major commodities, only cabbage and onions failed to exceed their 1962 volume. Larger exports of potatoes, carrots, and celery to northern Europe accounted for most of the increase. Movement of U. S. potatoes to Europe is likely to be substantially smaller next spring. However, exports of hardy spring vegetables to Europe may be larger, dependent on U. S. availability and efforts by the domestic industry to promote this trade. Exports to Canada may be up slightly.

Spring Vegetables: Exports from United States, March through June 1963, with comparisons for 1962

Commodity	March-June 1963		March-June Total	
	Canada	Other	1963	1962
	1,000 Cwt.			
Beans, fresh	60.3	12.9	73.2	62.6
Cabbage	357.4	8.7	366.1	407.2
Carrots	522.3	436.7	959.0	646.0
Celery	437.2	29.9	467.1	359.2
Lettuce	712.2	13.3	725.5	713.5
Onions	271.3	167.4	438.7	496.1
Peppers	59.6	2.6	62.2	45.9
Tomatoes	435.9	2.7	438.6	345.3
Watermelons	444.5	5.7	450.2	358.9
Potatoes 1/	1,216.0	621.6	1,837.6	1,366.5

1/ Includes all Potatoes. Bureau of the Census.



SPRING VEGETABLES: Monthly Imports into the United States, 1963

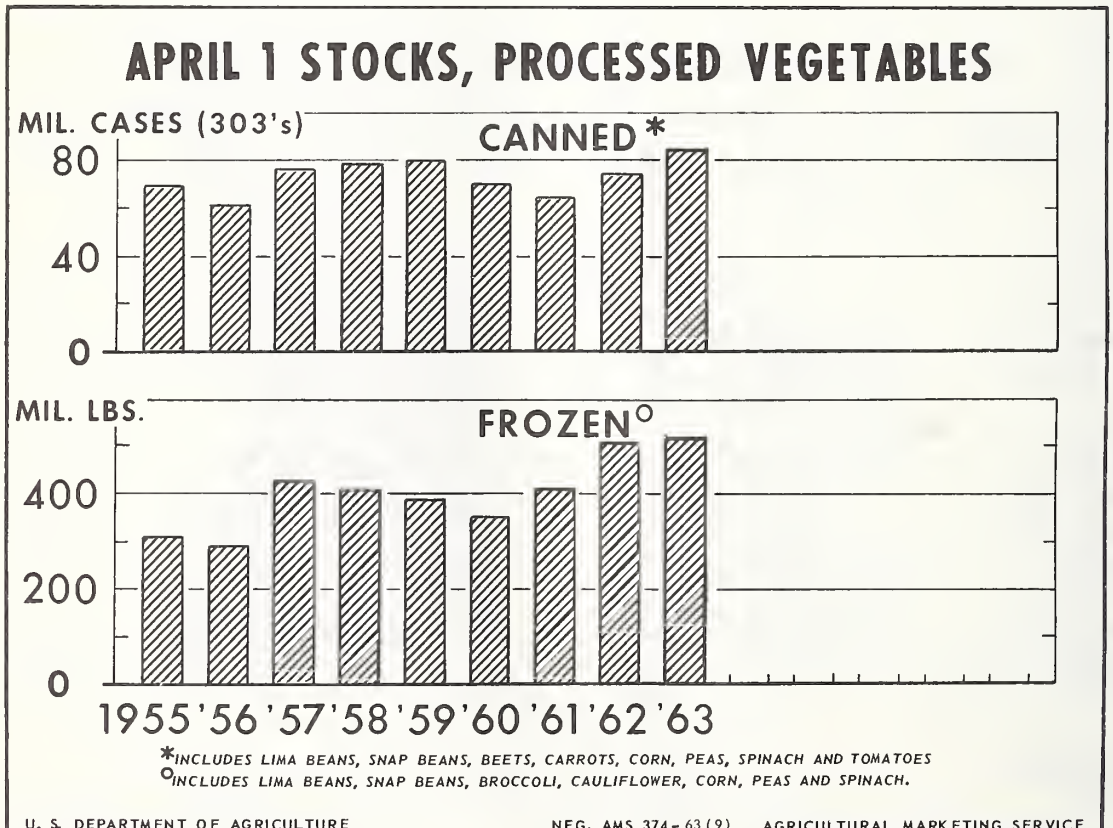
Commodity and Country of Origin	1963 March	1963 April	1963 May	1963 June	March-June Total 1963	March-June Total 1962
	1,000 hundredweight					
Cantaloups						
Mexico	118.0	436.0	507.8	19.6	1081.4	941.7
El Salvador	2.2	---	---	---	2.2	.5
Haiti	4.1	---	---	---	4.1	---
Total 1/	124.4	436.0	507.8	19.9	1088.1	942.7
Cucumbers						
Mexico	30.4	15.6	1.6	---	47.6	64.0
Bahamas	51.1	---	.1	---	51.2	54.1
Haiti	---	5.7	---	---	5.7	43.4
Guatamala	---	---	---	---	---	19.4
Honduras	---	5.4	---	---	5.4	---
Canada	.3	5.5	.5	---	6.3	13.0
Total 1/	81.8	32.2	2.2	---	116.2	193.9
Onions						
Mexico	117.7	6.1	---	.1	123.9	261.5
Chili	11.0	13.5	2.2	.1	26.8	185.3
Italy	.1	.1	.9	14.1	15.2	30.6
New Zealand	.4	2.2	---	---	2.6	14.0
Total 1/	129.2	22.1	3.1	14.3	168.7	491.7
Peppers						
Mexico	25.8	28.4	13.8	3.6	71.6	83.7
Dom. Rep.	.5	.2	.1	---	.8	1.3
Canada	---	---	.1	.1	.2	---
Total 1/	26.3	28.7	14.0	3.7	72.7	85.0
Tomatoes						
Mexico	523.8	515.5	222.2	11.3	1272.8	1320.5
Dom. Rep.	---	---	.1	---	.1	4.7
Bahamas	---	---	---	---	---	4.5
Canada	1.8	---	.9	.1	2.8	1.3
Guatamala	.3	---	---	---	.3	---
Venezuela	.5	---	---	---	.5	---
Canary Is.	.9	---	---	---	.9	---
Total 1/	527.3	515.5	223.2	11.5	1277.5	1332.6
Watermelons						
Mexico	81.3	225.8	270.6	25.2	602.9	434.5

1/ May include small amounts from other areas. Bureau of the Census.

IV PROCESSED VEGETABLES

Canned: Aggregate supplies of canned vegetables available during the spring of 1963 were very heavy. On April 1, canners' stocks of beets, sweet corn, and catsup were at new highs for the date, while snap beans, carrots, kraut, and tomato juice were close to previous record levels. Moderate holdings of peas and spinach were the only exceptions to the general picture. Low prices stimulated movement during the spring months; inventory reductions of snap beans, corn, kraut, and tomato items were particularly large. Available data indicate that the total 1963 canned pack will be moderately below a year earlier. However, the sizeable carryover of most items will be largely offsetting and total supplies for the 1963-64 season are expected to be only slightly under the burdensome levels of the past marketing year.

Frozen: Supplies of frozen vegetables were record large in the spring of 1963. Low prices contributed to a high rate of shipments. But carryover into the packing season was heavy; lima bean and sweet corn stocks remained at record levels. Packs of most frozen vegetables will be smaller than in 1962. However, the large carryovers for most commodities will be nearly offsetting and all frozen vegetables are expected to be plentiful during the coming season. Total frozen supplies during the spring of 1964 are likely to be only slightly below 1963 levels.



SUPPLIES OF CANNED AND FROZEN VEGETABLES,
MARKETING SEASONS 1961-62 and 1962-63

Commodity	Total Supply		April 1 Stocks	
	1961-62	1962-63	1962	1963
	Million Cases 24/303's			
Canned Vegetables 1/				
Lima Beans	5.3	5.3	2/ 2.6	2/ 2.7
Snap Beans	47.5	46.4	16.6	16.2
Beets	13.5	15.5	2/ 4.6	2/ 6.6
Carrots	6.3	7.4	2/ 2.8	2/ 3.3
Sweet Corn	51.4	55.4	20.9	24.2
Green Peas	38.7	39.8	10.7	12.3
Spinach	11.0	10.0	3/ 2.8	3/ 2.8
Tomatoes	42.8	44.4	14.1	16.5
Frozen Vegetables		Million Pounds		
Lima Beans	193.7	205.4	97.1	112.3
Snap Beans	227.9	237.9	94.6	79.9
Broccoli	162.8	136.1	42.2	42.3
Cauliflower	59.9	50.8	21.1	15.9
Sweet Corn	210.5	230.1	94.8	103.4
Green Peas	420.7	443.2	123.5	129.5
Spinach	153.8	136.2	35.7	36.4

1/ Includes canners' and distributors' stocks.
2/ Interpolation
3/ March 1 stocks

National Canners Association, National Association of Frozen Food Packers, Census Bureau, U. S. Department of Commerce and SRS, USDA.

Spring Vegetables: 1964 Planted Acreage Guides with Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:			
	1964 Guide	1963 Prel.	1962	1957-61 Average	1952-56 Average	1963 Prel.	1962	1957-61 Average	1952-56 Average
	1,000 acres					percent			
Beans, Lima	3.0	3.2	3.4	3.7	4.7	95	88	81	64
Beans, Snap									
Early	13.3	13.3	12.3	16.4	16.9	100	108	81	79
Mid	13.8	14.5	13.8	14.2	19.3	95	100	97	72
Late	13.8	13.8	14.6	15.6	19.2	100	95	88	72
Broccoli									
Early	13.4	13.4	11.8	13.3	12.0	100	114	101	112
Late	.3	.3	.4	.7	.4	100	75	43	75
Cabbage									
Early	13.2	13.2	13.1	14.8	18.7	100	101	89	70
Late	7.2	7.6	7.8	8.1	9.0	95	92	89	80
Carrots	2.2	2.9	2.1	2.4	4.8	75	105	92	46
Cauliflower									
Early	7.5	7.5	7.5	8.0	7.0	100	100	94	107
Celery	7.1	7.4	7.0	7.8	6.8	95	101	91	104
Corn, Sweet									
Early	43.1	46.5	43.5	38.7	37.7	93	99	111	114
Late	14.1	14.1	14.9	13.9	14.7	100	95	101	96
Cucumbers									
Early	10.7	10.7	10.9	12.7	12.8	100	98	84	84
Late	16.2	16.2	16.1	14.9	13.4	100	101	109	121
Eggplant	1.0	1.0	1.0	1.3	1.1	100	100	77	91
Lettuce									
Early	37.8	42.0	34.5	46.1	46.3	90	110	82	82
Late	5.9	5.9	6.2	7.1	8.1	100	95	83	73
Onions									
Early	22.8	24.0	25.5	29.5	43.1	95	89	77	53
Late	7.2	6.6	8.4	12.4	13.6	110	86	58	53
Peas, Green									
Early	2.4	2.2	2.4	3.8	6.0	110	100	63	40
Peppers, Green	8.0	8.0	7.4	9.6	8.1	100	108	83	99
Spinach	6.0	6.0	6.1	7.5	10.0	100	98	80	60
Tomatoes									
Early	29.6	29.6	26.9	45.5	64.6	100	110	65	46
Late	18.8	19.8	19.3	26.0	45.1	95	97	72	42
Total	318.4	329.7	316.9	374.0	443.4	97	100	85	72

Spring Vegetables: 1964 Probable Production With Comparisons

Commodity	Production 2/					Probable Production from Acreage Guide as percent of:			
	1964 1/ Guide	1963 Prel.	1962	1957-61 Average	1952-56 Average	1963 Prel.	1962	1957-61 Average	1952-56 Average
	1,000 tons					Percent			
Beans, Lima	3.4	4.0	3.4	4.2	5.3	87	100	81	64
Beans, Snap									
Early	22.2	21.8	18.2	25.8	25.2	102	122	86	88
Mid	18.0	18.0	16.4	18.6	19.7	100	110	97	91
Late	30.4	31.4	27.6	34.2	37.2	97	110	89	82
Broccoli									
Early	48.2	53.0	37.2	44.0	37.8	91	130	110	128
Late	1.3	1.2	1.8	3.2	1.7	108	72	41	76
Cabbage									
Early	86.8	82.6	90.1	92.7	117.0	105	96	94	74
Late	47.5	51.8	47.8	52.8	57.7	92	99	90	82
Carrots	23.8	22.4	25.7	23.4	44.6	106	93	102	53
Cauliflower									
Early	35.2	35.6	36.8	34.0	29.2	99	96	104	121
Celery	161.3	166.8	158.4	169.8	186.6	97	102	95	86
Corn, Sweet									
Early	147.2	162.5	146.9	123.2	119.4	91	100	119	123
Late	39.1	35.4	35.4	40.2	39.8	111	110	97	98
Cucumbers									
Early	43.9	58.8	41.5	48.5	45.9	75	106	91	96
Late	55.0	53.8	47.4	51.7	42.2	102	116	106	130
Eggplant	6.4	6.5	6.3	6.7	6.6	98	102	96	97
Lettuce									
Early	355.4	398.8	355.6	354.9	286.2	89	100	100	124
Late	45.0	44.9	45.6	52.4	59.0	100	99	86	76
Onions									
Early	136.1	146.9	133.8	127.0	134.4	93	102	107	101
Late	90.8	93.6	92.4	112.0	96.9	97	98	81	94
Peas, Green									
Early	5.0	4.6	5.8	7.0	9.4	110	86	71	53
Peppers, Green	34.6	40.6	27.2	29.6	26.6	85	127	117	130
Spinach	17.3	16.0	16.4	20.2	29.7	108	105	86	58
Tomatoes									
Early	189.4	180.0	189.2	186.2	198.8	105	100	102	95
Late	47.2	52.2	43.6	54.4	64.4	91	108	87	73
Total	1,690.5	1,783.2	1,650.5	1,716.7	1,721.3	95	102	98	98

1/ Computed: planted acreage guides for 1964 spring vegetables, less normal abandonment, times average yield.

2/ Includes some quantities not marketed. (See individual tables for particulars)

Spring Melons: 1964 Acreage Guides With Comparisons

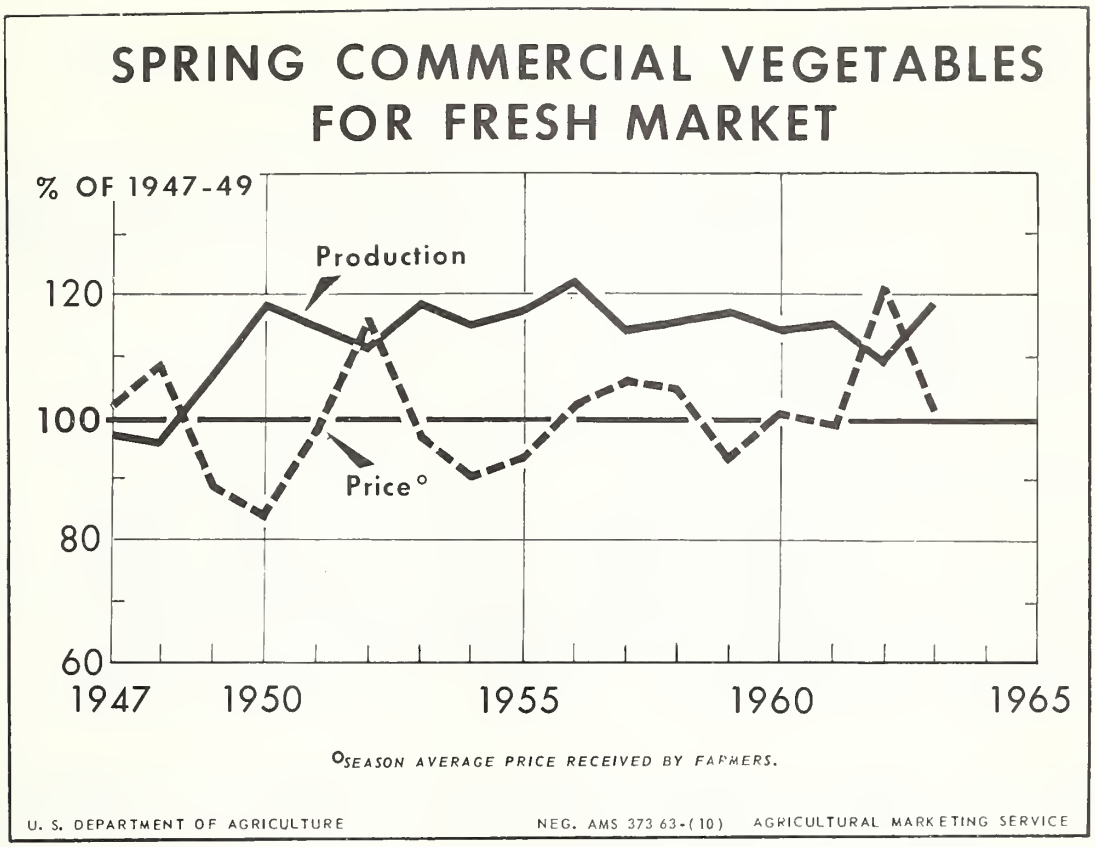
Commodity	Planted Acreage					Percent Acreage Guide is of:			
	1964 Guide	1963 Prel.	1962	1957-61 Average	1952-56 Average	1963 Prel.	1962	1957-61 Average	1952-56 Average
	Acres					Percent			
Cantaloups	33,600	33,600	33,200	34,680	45,700	100	101	97	74
Watermelons	66,500	77,100	75,800	92,780	101,540	86	88	72	65
Total	100,100	110,700	109,000	127,460	147,240	90	92	79	68

Spring Melons: 1964 Probable Production With Comparisons

Commodity	Production 2/					Probable Production from Acreage Guide as Percent of:			
	1964 1/ Guide	1963 Prel.	1962	1957-61 Average	1952-56 Average	1963 Prel.	1962	1957-61 Average	1952-56 Average
	Tons					Percent			
Cantaloups	201,250	207,800	198,200	177,200	220,850	97	102	114	91
Watermelons	430,450	526,750	468,600	434,850	430,800	82	92	99	100
Total	631,700	734,550	666,800	612,050	651,650	86	95	103	97

1/ Computed: Planted acreage guide for 1964 spring melons, less normal abandonment, times average yield.

2/ Includes some quantities not marketed. (See individual tables for particulars)



Total spring vegetable acreage in 1963 was 4 percent larger than in 1962. Weather problems were common, but most crops recovered well to produce high yields, and aggregate spring vegetable tonnage exceeded the 1962 total by 8 percent. For many commodities, production proved to be excessive and irregular harvesting patterns created marketing problems for others. Prices were below a year earlier for most commodities, and in the aggregate, were 16 percent lower than in 1962. The total value of 1963 spring vegetables was 176 million dollars in comparison with 195 million a year earlier.

1964 Acreage-Marketing Guides
Spring Vegetables

Lima Beans

(Florida and South Carolina)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1964 Acreage Guide and Probable Production (planted acreage 5 percent less than in 1963)	3,000		1/ 24	69		
Background Statistics						
1963 Prel.	3,200	3,200	25	79	8.89	702
1962	3,400	3,100	22	69	10.41	718
1957-61 Average	3,680	3,520	24	2/ 83	9.52	771
1952-56 "	4,720	4,600	23	2/ 106	9.60	969

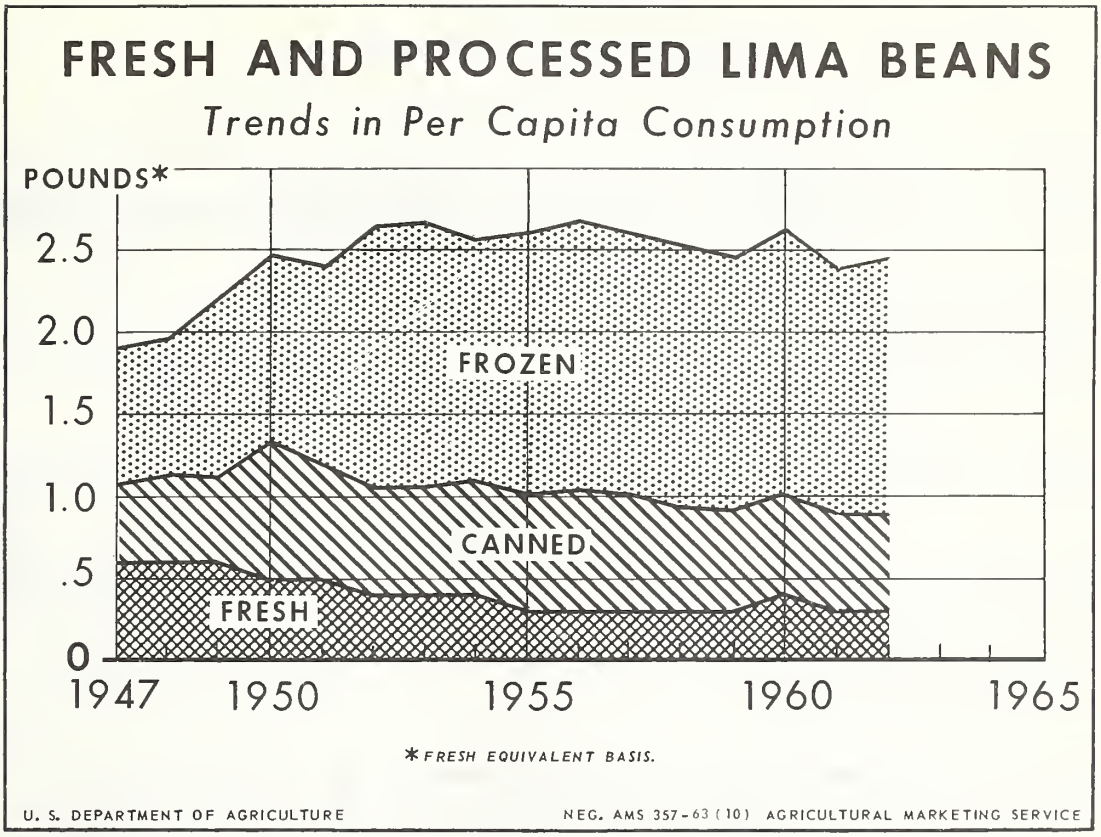
1/ 1957-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 8 in 1952, 9 in 1955, 3 in 1957 and 3 in 1958.

Comments: The long term decline in spring lima bean acreage continued in 1963 as Florida growers reduced their plantings by 15 percent from 1962 levels. Nevertheless, total production was 14 percent larger than in 1962, reflecting higher yields in both Florida and South Carolina. Shipments from the Pompano area of Florida peaked in late April; movement from the important Plant City district was heaviest during May. However, north Florida harvest continued active during June, in competition with marketings from South Carolina. Prices declined during May, reaching low levels by early June. For the season, average prices in both states were substantially below 1962 levels.

The strong consumer acceptance of processed lima beans in recent years has had a restrictive effect on the demand for the fresh product. Prospective market requirements for fresh lima beans in the spring of 1964 can be satisfied from an acreage smaller than that harvested in 1963.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage, with normal abandonment and a 1957-61 average yield, will result in a production 13 percent less than in 1963.



Since 1950, total per capita consumption of lima beans has held close to two and one-half pounds annually. Increasing use of the frozen product during the early 1950's replaced much of the quantity which had formerly been consumed fresh, while use of canned lima beans remained about the same. Since 1955, however, the relative importance of each form has been nearly stable.

1964 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Early Spring

(Texas and Florida)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	13,300		1/ 37	443		
Background Statistics						
1963 Prel.	13,300	11,300	39	436	9.13	3,979
1962	12,300	10,900	33	363	12.18	4,423
1957-61 Average	16,420	14,740	34	2/ 516	9.36	4,473
1952-56 "	16,920	14,600	35	2/ 503	9.08	4,442

1/ 1957-63 (less 1959) average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 41 in 1955, 24 in 1956, 65 in 1958, 35 in 1960 and 35 in 1961.

Comments: The 1963 acreage of early spring snap beans in Florida was moderately larger than in 1962 but 19 percent less than the 1957-61 average. Growing conditions were variable. The crop in the important Everglades district was affected by the late March freeze and the extended dry period in late April. Consequently, the volume of shipments during the April to mid-May period was less than normal. However generally good quality beans were available from the Pompano, Dade County and Plant City areas. Prices for Florida beans showed the usual wide variation, but for the season, averaged moderate. Crops in Texas developed favorably and were marketed on about the normal schedule. By the end of May, however, prices were low and this was reflected in the Texas average price.

Despite probable reductions from last season in total supplies of both canned and frozen snap beans, stocks of these items in the 1963-64 season will be relatively large. Thus, they will continue as an important factor limiting the expansion of market needs for fresh snap beans. A 1964 fresh supply about as large as in 1963 should be adequate.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and 1957-63 (less 1959) average yields by states, would result in a production 2 percent more than in 1963.

1964 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Mid-Spring

(South Carolina, Georgia, Alabama, Mississippi, and Louisiana)

Year	Acreage Planted	Acreage For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage 5 percent less than in 1963)	13,800		1/ 26	359		
Background Statistics						
1963 Prel.	14,500	14,100	26	361	7.83	2,828
1962	13,800	13,800	24	327	7.99	2,613
1957-61 Average	14,160	14,160	26	372	7.41	2,764
1952-56	19,280	18,680	21	2/ 394	7.84	2,960

1/ 1957-61 average yield.
2/ Includes 9,000 cwt. not marketed in 1955 and excluded in computing value.

Comments: From the mid-1940's to the mid-1950's, total acreage of mid-spring snap beans trended sharply downward. But since 1956, plantings have been relatively stable. In 1963 acreage was a little larger than in 1962 due to increases in Louisiana and Georgia. Dry weather during May adversely affected crops in many states. However, the crops in South Carolina and Georgia developed particularly well, and yields for the group were equal to average. In total, mid-spring production was 10 percent larger than in 1962 but slightly less than the 1957-61 average. Marketings from early, mid, and late spring states followed an orderly pattern in 1963, and since total spring production was moderate, no acute marketing problems developed. Prices were high for first offerings, then declined gradually as volume increased during May. At the peak of the harvest in early June, prices were moderate.

Harvest timing and the degree of competition from other seasonal crops will continue to have a major influence on the market for mid-spring snap beans. An acreage reduction would improve the prospects for favorable marketing conditions in 1964.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage, with no abandonment and a 1957-61 average yield, would result in a production about equal to 1963.

1964 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Late Spring

(California, Maryland, New Jersey, North Carolina and Virginia)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	13,800		1/ 44	607		
Background Statistics						
1963 Prel.	13,800	13,700	46	627	9.87	6,188
1962	14,600	13,800	40	552	8.65	4,777
1957-61 Average	15,580	15,480	44	2/ 683	8.61	5,853
1952-56 "	19,160	19,160	39	2/ 743	8.87	6,462

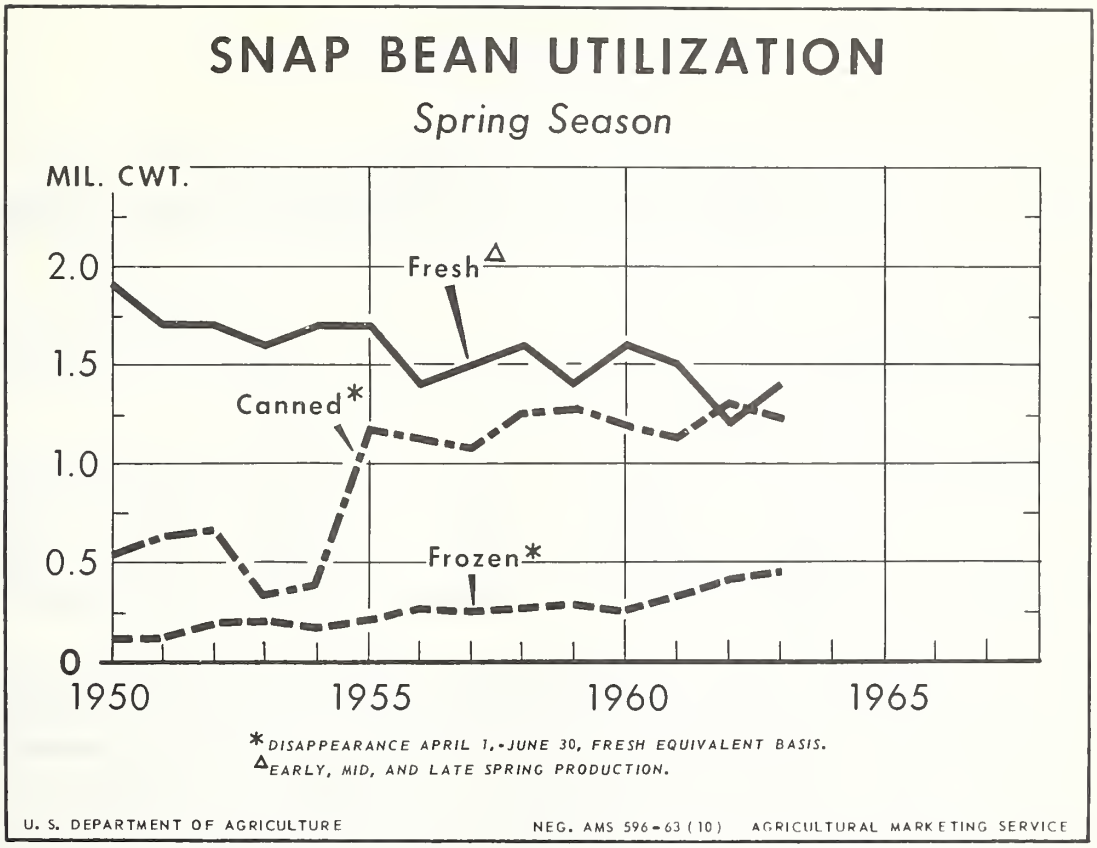
1/ 1957-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1954, 48 in 1955 and 12 in 1957.

Comments: Late spring production in 1963 was 14 percent above a year earlier, largely as a result of high yields in California. Although acreage in that state was equal to 1962, the crop was 40 percent larger. Combined production in East Coast states was slightly larger than a year earlier despite small reductions in Virginia and Maryland acreages and a large cut in North Carolina. Extremely dry weather and low temperatures in the East retarded growth in April and early May, but crops in most states made good progress later in the season. Harvest timing was good, and no serious shipment bunching developed. North Carolina supplies were at peak levels in early June while shipments from Virginia were heaviest during the latter half of the month. New Jersey movement became active in late June and continued in good volume during the first half of July. Prices received by eastern growers were well above average. Western markets absorbed the large California crop at satisfactory prices.

Although processed items are enjoying increasing popularity, fresh snap beans continue to receive good consumer acceptance. The late spring market should be able to utilize the production from an equal acreage in 1964.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with no abandonment and a 1957-61 average yield, would result in a production 3 percent less than in 1963.



Total utilization of snap beans during the spring months has increased moderately since the early 1950's. All of the gain has been in the use of processed forms; a gradual downtrend in fresh consumption has occurred during the same period. Nevertheless, fresh snap beans still make up over 40 percent of total utilization, about equal to the proportion accounted for by the canned product. Frozen snap beans now supply about 15 percent of the total spring market.

1964 Acreage-Marketing Guides
Spring Vegetables

Broccoli - Early Spring

(California)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	13,400		1/ 72	965		
Background Statistics						
1963 Prel.	13,400	13,400	79	1,059	7.70	8,154
1962	11,800	11,800	63	743	8.06	5,988
1957-61 Average	13,300	13,300	66	881	7.41	6,563
1952-56 "	12,020	11,700	65	757	7.51	5,673

1/ 1959-63 average yield.

Comments: The acreage for early spring harvest in 1963 was 14 percent more than in 1962 but about equal to plantings during the 1959-61 period. Larger freezer requirements were principally responsible for the acreage increase. But the exceptionally high prices received for fresh sales in 1962 probably contributed to the planting-time optimism. Crop growth was slowed by unseasonably cold weather in January. During this period, yields were low and many offerings were of only fair quality. But more favorable temperature and moisture conditions prevailed for the remainder of the season. Quality was generally good to very good and high yields per acre were obtained. Fresh market shipments were limited during the first half of March but moved in ample volume from late March through May.

Present expectations are that freezers' requirements for broccoli in 1964 will be less than a year earlier. A sufficient cut in output would be realized on an acreage equal to that in 1963, provided yields are average.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with no abandonment and a 1959-63 average yield, would result in a production 9 percent less than in 1963 but 10 percent more than the 1957-61 average.

1964 Acreage-Marketing Guides
Spring Vegetables

Broccoli - Late Spring

(New Jersey)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	300		1/ 86	26		
Background Statistics						
1963 Prel.	300	300	80	24	6.40	154
1962	400	400	90	36	6.70	241
1957-61 Average	740	740	86	64	6.66	424
1952-56 "	400	400	81	34	9.41	344

1/ 1957-61 average yield.

Comments: The acreage of late spring broccoli in New Jersey has been declining sharply in recent years. Plantings in 1963 were less than half of the 1957-61 average. Growing conditions were unfavorable and yields per acre for the season were below normal. Marketing of the small 1963 production was handicapped by the lateness of the season and increased competition from other areas, including California, Pennsylvania, Rhode Island, and Colorado. Total fresh market supplies during the late June - early July period were moderately larger than a year earlier. Because of this and the proportionately larger volume of sales to freezers, prices received by growers were less than in 1962 and the 1957-61 average.

In 1964, there should be sufficient demand for the production from an equal acreage. The overall prospects for late spring marketings, however, will continue to be limited because of the much heavier volume available in California and by strong competition with frozen supplies.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with no abandonment and a 1957-61 average yield, will result in a production slightly larger than in 1963.

1964 Acreage-Marketing Guides
Spring Vegetables

Cabbage - Early Spring

(Alabama, California, Georgia, Louisiana, Mississippi, and South Carolina)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		Cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	13,150		1/ 135	1,737		
Background Statistics						
1963 Prel.	13,150	12,100	137	1,652	2.08	3,434
1962	13,100	12,400	145	1,802	3.72	6,712
1957-61 Average	14,830	14,450	128	2/ 1,854	1.99	3,481
1952-56 "	18,720	18,580	126	2/ 2,339	2.04	4,455

1/ 1960-63 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 135 in 1953, 64 in 1954, 80 in 1955, 174 in 1956, 112 in 1957, 96 in 1958, 60 in 1959, and 60 in 1961.

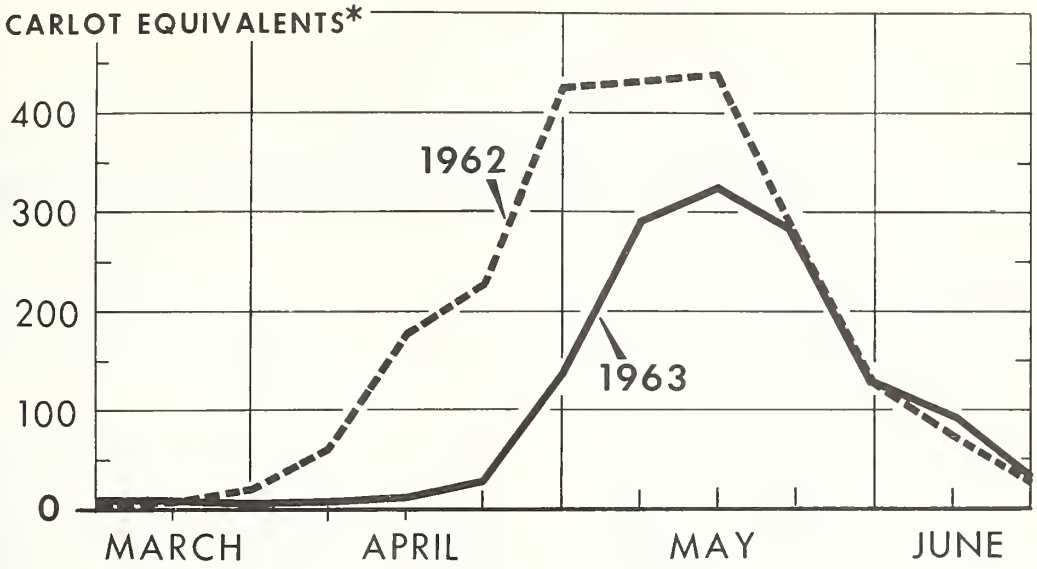
Comments: Increases in California and South Carolina acreages offset reductions in Georgia, Mississippi and Alabama so that total 1963 plantings of early spring cabbage were virtually equal to 1962. The crop got off to a poor start however, as extensive freeze losses occurred in the South. Resetting was necessary in several states and a total of over 1,000 acres was abandoned in Georgia, Alabama and Louisiana. The resultant delay in crop development also altered the harvest schedule and active movement did not begin until several weeks later than in most years. The unusual harvest pattern caused considerable market variation. Georgia and Mississippi cuttings overlapped and average returns in both states were sharply below a year earlier. But in the other southern states, favorable prices were reported. In California, where most of the volume is sold in regional markets, growers were able to market a large crop at moderate prices.

In 1964 there should be a market potential for a crop larger than that produced in 1963. If abandonment and yields are normal, however, a sufficient increase can be produced on an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and 1960-63 average yields by states, would result in a production 5 percent larger than in 1963.

EARLY SPRING CABBAGE SUPPLIES

Unloads at 41 Cities

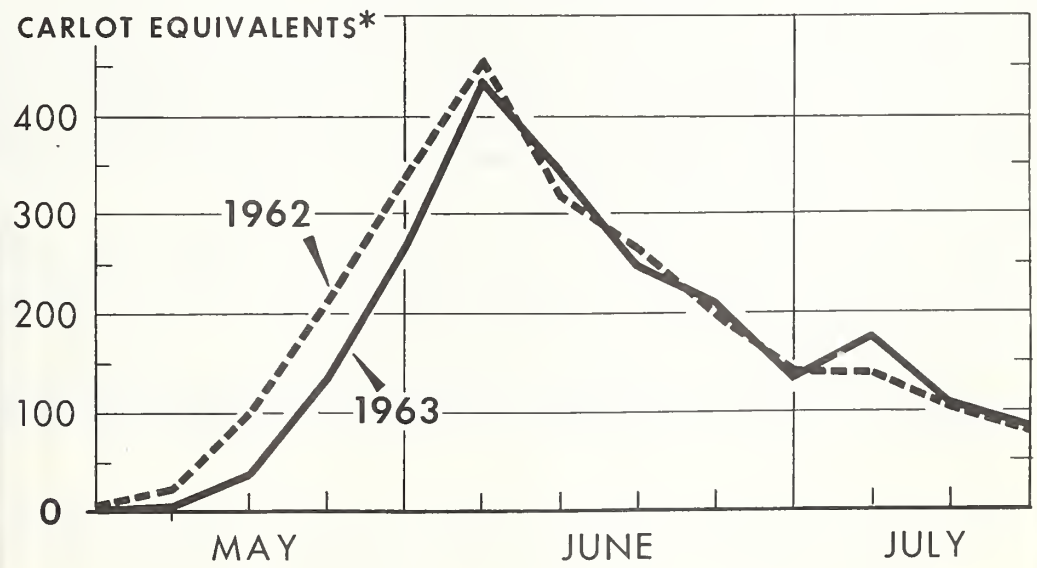


*TOTAL U. S., RAIL AND TRUCK FROM ALA., GA., LA., MISS., AND S. C.

U. S. DEPARTMENT OF AGRICULTURE NEG. AMS 565-63 (9) AGRICULTURAL MARKETING SERVICE

LATE SPRING CABBAGE SUPPLIES

Unloads at 41 Cities



*TOTAL U. S., RAIL AND TRUCK FROM MD., MO., N. C., OHIO, TENN. AND VA.

U. S. DEPARTMENT OF AGRICULTURE NEG. AMS 566-63 (9) AGRICULTURAL MARKETING SERVICE

1964 Acreage-Marketing Guides
Spring Vegetables

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina and Tennessee)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1964 Acreage Guide and Probable Production (planted acreage 5 percent less than in 1963)	7,200		1/ 136	950		
Background Statistics						
1963 Prel.	7,600	7,300	142	2/ 1,035	1.86	1,742
1962	7,750	7,450	128	2/ 956	2.75	2,498
1957-61 Average	8,060	7,810	135	2/ 1,056	2.07	2,098
1952-56 "	8,960	8,720	132	2/ 1,154	2.35	2,453

1/ 1959-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 20 in 1952, 74 in 1953, 168 in 1954, 120 in 1955, 140 in 1958, 60 in 1959, 42 in 1960, 49 in 1962 and 100 in 1963.

Comments: Late spring cabbage production in 1963 was 8 percent larger than in 1962. The increase reflected a high group average yield which more than offset a moderate acreage reduction. As usual, harvest timing proved to be critical to the success of the marketing season. First shipments of late spring cabbage were made in competition with movement from the seriously delayed early spring crop. And within the late spring group itself, North Carolina harvest began two weeks late. Serious overlap developed between North Carolina and the normally later areas in Virginia and Tennessee. As a result, prices in these three states averaged relatively low for the season. The later harvesting states within the group fared better however, and prices in Maryland and Ohio exceeded 1962 levels.

Harvest timing can be expected to continue as a major influence on the market for late spring cabbage. However, a reduction in acreage would improve the likelihood of a successful marketing season in 1964.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 8 percent smaller than in 1963.

1964 Acreage-Marketing Guides
Spring Vegetables

Carrots

(Arizona)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage 25 percent less than in 1963)	2,200		1/ 217	477		
Background Statistics						
1963 Prel.	2,900	2,800	160	448	4.50	2,016
1962	2,100	2,100	245	514	5.10	2,621
1957-61 Average	2,440	2,400	194	2/ 469	4.71	2,121
1952-56 "	4,820	4,740	189	2/ 892	4.84	4,063

1/ 1957-62 (less 1960) average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 56 in 1953, 65 in 1954, 135 in 1955 and 100 in 1960.

Comments: During the last decade, spring carrot acreage trended sharply downward. In 1962, plantings were less than half of the levels that had been common 10 years earlier, and the small acreage gave growers an average gross return of $1,250 per harvested acre. Following this success however, Arizona growers departed from the trend and increased acreage by 38 percent in 1963. But unlike 1962, both Texas and California produced large winter crops in 1963. In addition, early summer production in California was substantially above average. As a result, the potentially larger Arizona crop was forced to compete in an already oversupplied market throughout most of the season and growers' returns fell to $700 per acre in 1963. Thin stands were a problem, but dull market conditions were even more serious and low yields were recorded. Production was 13 percent smaller than in 1962 despite the substantially larger acreage.

Competition from the large carrot acreages in Texas and California will continue to exert a dominant influence on the market for Arizona spring carrots. However, Arizona growers can contribute to the likelihood of stable marketing conditions in 1964 by reverting to the acreage levels which preceded the 1963 increase.

1964 Guide: The 1964 guide is a planted acreage 25 percent less than in 1963. Such an acreage, with no abandonment and a 1957-62 (less 1960) average yield, will result in a production 6 percent larger than in 1963.

1964 Acreage-Marketing Guides
Spring Vegetables

Cauliflower - Early Spring

(California)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	7,500		1/ 94	705		
Background Statistics						
1963 Prel.	7,500	7,500	95	712	9.19	6,545
1962	7,500	7,500	98	735	9.71	7,138
1957-61 Average	7,960	7,860	86	679	5.68	3,815
1952-56 "	6,960	6,640	88	584	6.09	3,556

1/ 1960-63 average yield.

Comments: The total acreage planted for early spring harvest in 1963 was unchanged from that in 1962. Growers experienced a serious setback from a January freeze which caused widespread damage in the important central coast areas. In addition, some loss occurred in terms of reduced yields. However, later conditions were generally favorable. Practically all crops made good growth and the average yield was nearly equal to the record high reported in 1962. Thus, production also was about equal to 1962. Favorable marketing conditions prevailed during the entire spring period. Freezer demand was stronger than it had been a year earlier and there was an even flow of good quality supplies to fresh markets. Prices received by growers were high.

Stocks of frozen cauliflower were light into the early fall months. Even though the fall pack may be large, it appears that growers could successfully market the crop from an equal acreage in 1964.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with no abandonment and a 1960-63 average yield, will result in a production about equal to 1963 but 4 percent more than the 1957-61 average.

1964 Acreage-Marketing Guides
Spring Vegetables

Celery

(Florida and California)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage 5 percent less than in 1963)	7,100		1/ 460	3,226		
Background Statistics						
1963 Prel.	7,400	7,300	457	2/ 3,336	3.26	10,572
1962	7,000	6,900	459	3,169	6.11	19,351
1957-61 Average	7,840	7,460	457	2/ 3,395	3.96	12,934
1952-56 "	6,780	6,640	562	2/ 3,733	3.72	13,381

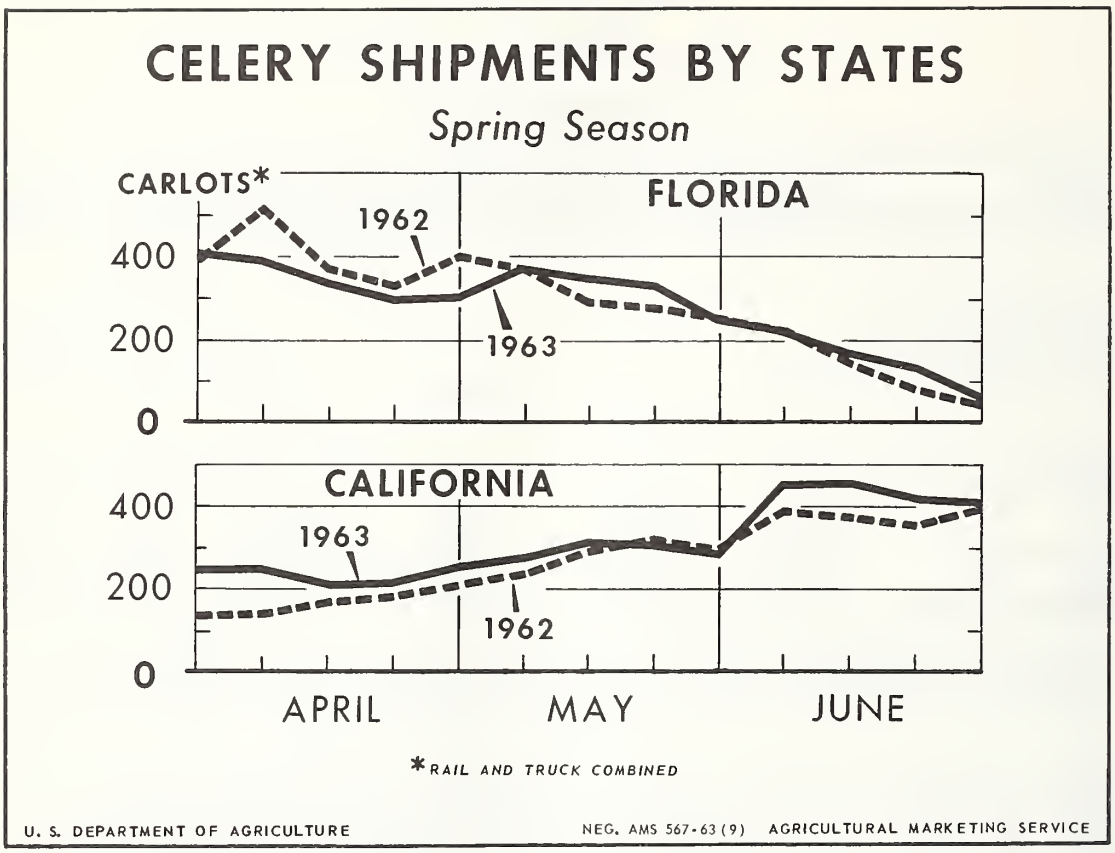
1/ 1960-63 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 14 in 1952, 16 in 1953, 274 in 1954, 66 in 1955, 29 in 1956, 334 in 1959, 103 in 1961 and 92 in 1963.

Comments: Following a successful marketing year in 1962, growers in California and Florida increased plantings in 1963. Total acreage was up 6 percent. In both states, favorable weather permitted good growth, and the group average yield per acre was equal to the recent 5-year average. Total production was 5 percent above 1962, but slightly below the 1957-61 average. First spring shipments found a slow market as an excessive winter production checked need for early offerings. In addition, a 17 percent increase in early summer production limited marketing opportunities in the late spring. Growers' prices averaged considerably below the near-record 1962 level, and substantially below average.

Market needs for celery change very little from year to year. These needs were exceeded in 1963. A smaller acreage in 1964 should provide a supply more in balance with requirements.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage, with normal abandonment and 1960-63 average yields by states, will result in a production 3 percent less than in 1963.



Spring celery shipments from Florida and California moved to market in 1963 on about the same schedule as they had a year earlier. But potential volume was much larger. Growers held back harvest from time to time because of the depressed market. Nevertheless, total shipments from the two states during the April - June period were seven percent larger than in 1962.

1964 Acreage-Marketing Guides
Spring Vegetables

Sweet Corn - Early Spring

(Florida and Texas)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (see 1964 guide below)	43,100		1/ 73	2,944		
Background Statistics						
1963 Prel.	46,500	45,300	72	2/ 3,250	4.18	12,892
1962	43,500	41,200	71	2,938	4.70	13,814
1957-61 Average	38,680	35,840	69	2/ 2,464	4.56	11,034
1952-56 "	37,740	33,680	71	2/ 2,387	3.81	8,858

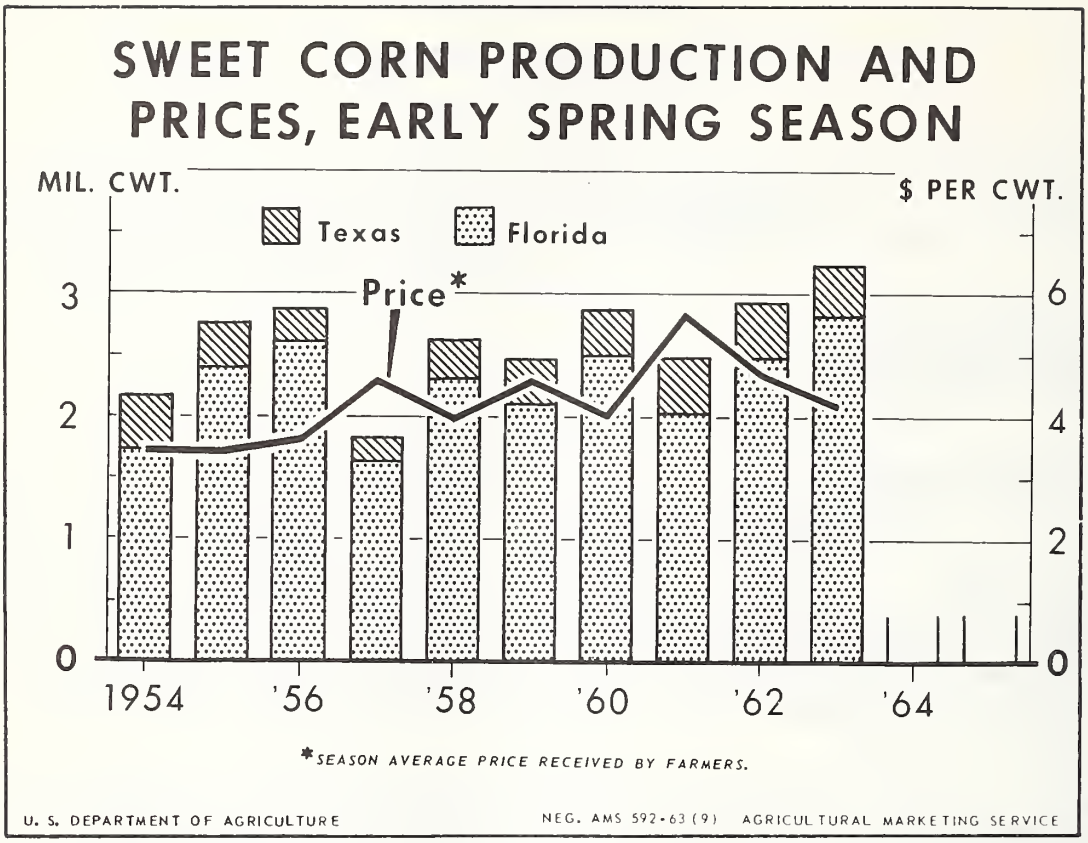
1/ 1961-63 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 88 in 1952, 115 in 1955, 180 in 1958, and 167 in 1963.

Comments: A record acreage was planted in Florida in 1963. Acreage in Texas was unchanged from a year earlier. A late March frost killed early fields in the Zellwood area of Florida, and replanting continued into April. After the frost, weather was favorable, and a high average yield resulted. In Texas, dry weather during April checked plant growth, and yield was below average. Total early spring production was a record, 11 percent above 1962. Harvest in Florida began late in March. Shipments were fairly heavy in April, peaked the second week in May and tapered off thereafter. In the Texas Rio Grande Valley, pulling began in late April and continued active until mid-May. By late May, supplies became available in the San Antonio, central, east Texas and upper coast areas, and continued during June. Shipping point prices declined as the spring marketing season advanced.

Growers' prices in 1963 averaged considerably below those received in 1962. A smaller acreage in 1964 should provide a supply more in balance with needs.

1964 Guide: The 1964 guide is a planted acreage 10 percent less than in 1963 in Florida and equal to 1963 in Texas. Such an acreage, with normal abandonment and 1961-63 average yields by states, will result in a production 9 percent less than in 1963.



The 1963 early spring sweet corn crop totaled three and one-quarter million hundredweight, exceeding any production previously recorded during the early spring season. As a result, prices averaged considerably below the levels registered in 1961 and 1962 and 5 percent of the crop was abandoned because of the market conditions. Fresh sweet corn continues to receive good consumer acceptance, whereas many other fresh vegetables have lost ground to their canned and frozen counterparts in recent years. Nevertheless, under current conditions, less than three million hundredweight of fresh sweet corn can satisfy market requirements during the early spring season.

1964 Acreage-Marketing Guides
Spring Vegetables

Sweet Corn - Late Spring

(South Carolina, Georgia, Alabama, and California)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	14,100		1/ 56	782		
Background Statistics						
1963 Prel.	14,100	13,900	51	707	5.05	3,572
1962	14,900	14,700	48	709	4.28	3,032
1957-61 Average	13,860	13,560	59	804	4.88	3,898
1952-56 "	14,720	14,260	56	795	4.40	3,466

1/ 1959-63 average yield.

Comments: In California, 1963 acreage was unchanged from a year earlier. However, each of the other late spring states made reductions and total plantings were 5 percent below 1962. Dry May weather seriously retarded development in Alabama. In California, where more than two-thirds of the 1963 crop originated, cool weather delayed growth for the second successive year. For the group, yields were below average. Nevertheless, the improvement from the very low yields of 1962 was sufficient to offset the acreage reduction; total production was about equal to 1962 but was 12 percent below average. The relatively small production, combined with favorable harvest timing, contributed to a better-than-average grower price. The slow development of crops in early summer areas also helped the price structure.

Growers probably can market a larger production in 1964. But with normal yields, a sufficient increase would be produced on an acreage equal to 1963.

1964 Guide: The 1964 guide is a planted acreage equal to that in 1963. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 11 percent larger than in 1963.

1964 Acreage-Marketing Guides
Spring Vegetables

Cucumbers - Early Spring

(Florida and Texas)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	10,700		1/ 87	878		
Background Statistics						
1963 Prel.	10,700	10,400	113	2/ 1,176	5.22	5,669
1962	10,900	10,000	83	830	8.26	6,858
1957-61 Average	12,720	11,780	83	2/ 970	6.45	5,646
1952-56 "	12,800	10,500	89	2/ 918	6.24	5,431

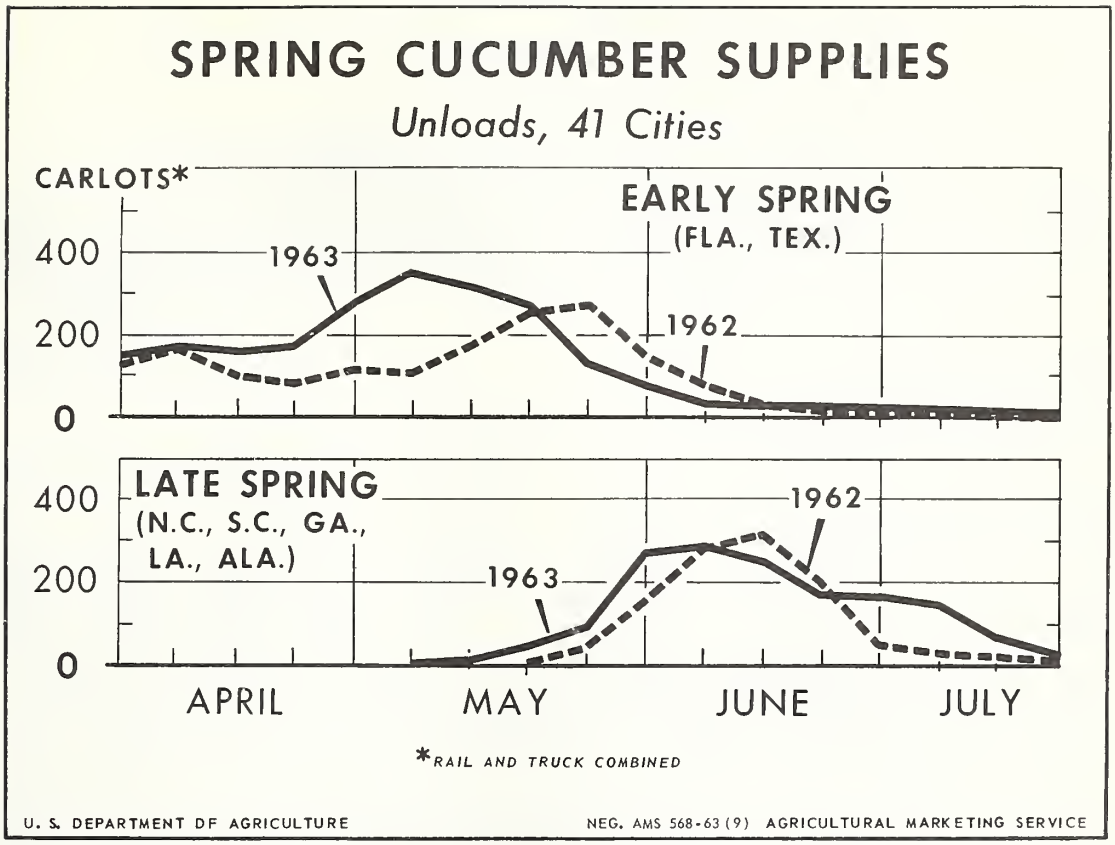
1/ 1955-63 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 191 in 1954, 51 in 1955, 22 in 1957, 226 in 1958, 70 in 1959, 79 in 1960, and 91 in 1963.

Comments: A sharp increase in Florida production in 1963 overshadowed a modest reduction in Texas. Acreage losses in Florida were much less than normal and favorable weather contributed to an exceptionally high average yield. Total production was one-fifth more than the 1957-61 average although planted acreage was the lowest recorded since World War II. Through early April, growers in the Pompano and Ft. Myers areas received high prices. But the market fell sharply during the last week of April and early May as shipments became very heavy. Prices remained depressed throughout May as the center of harvest activity shifted from Ft. Myers to the Wauchula-Plant City area and finally to central and north Florida. The crop in Texas was a little smaller than in 1962 but prices were lower because of heavy competing supplies.

The early spring market potential should continue high in 1964, but it will be considerably less than 1963 production. The surplus produced in 1963 was largely the result of exceptionally high yields. With more typical growing conditions, it should be possible to achieve the necessary supply adjustment with no change in acreage.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and 1955-63 average yields by states, would result in a production 25 percent less than in 1963.



The 1963 early spring cucumber crop in Florida was marketed with little interruption from adverse weather. But the favorable weather also resulted in an excessive production. Heavy shipments in early May depressed prices to very low levels and a considerable part of the crop was abandoned. Production in Texas was smaller than in 1962, but prices were lower as a result of the heavy competition.

The unfavorable marketing conditions continued into the beginning of the late spring marketing season. Shipments from Louisiana and South Carolina peaked in early June and average prices in these states were low. But later offerings fared better. North Carolina shipments peaked in early July and prices in that state were the highest recorded there since 1956.

1964 Acreage-Marketing Guides
Spring Vegetables

Cucumbers - Late Spring

(North Carolina, South Carolina,
Georgia, Alabama, Louisiana, and California)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	16,150		1/ 68	1,099		
Background Statistics						
1963 Prel.	16,150	16,150	67	1,075	5.73	6,161
1962	16,100	15,300	62	2/ 949	5.38	4,861
1957-61 Average	14,904	14,704	70	2/ 1,034	4.75	4,909
1952-56 "	13,400	13,270	64	2/ 844	4.80	3,940

1/ 1957-61 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 8 in 1954, 51 in 1955, 11 in 1958, 6 in 1960 and 45 in 1962.

Comments: Total late spring plantings were increased slightly in 1963, continuing the upward trend which has been evident since the mid-1950's. North Carolina growers cut acreage by 8 percent following a particularly poor marketing season in 1962. But this reduction was offset by a substantial increase in South Carolina plantings. Dry weather during late April was responsible for spotty germination in some areas and generally slow development of earliest fields. However, crop progress during May and June was favorable. Yields in all eastern producing states were about equal to average; California yields were slightly less than average. In total, 1963 production was 13 percent larger than in 1962. However, no serious marketing problems developed. Harvest timing was good. There was no bunching of supplies from late spring states, and no damaging overlap occurred with shipments from Florida or from competitive areas to the north. Volume from California moved at a moderate rate through May and June and prices were high.

The long-term market outlook for cucumbers is favorable. It should be possible to market a slightly larger late spring crop in 1964 providing a reasonably balanced distribution of acreage among states is maintained.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with no abandonment and 1957-61 average yields by states would result in a production 2 percent more than in 1963.

1964 Acreage-Marketing Guides
Spring Vegetables

Eggplant

(Florida)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	1,000		1/ 128	128		
Background Statistics						
1963 Prel.	1,000	1,000	130	130	5.80	754
1962	1,000	900	140	126	6.00	756
1957-61 Average	1,280	1,240	110	2/ 134	5.67	734
1952-56 "	1,080	1,080	123	2/ 133	4.30	556

1/ 1960-63 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 13 in 1955, 5 in 1956 and 13 in 1958.

Comments: Eggplant production in the spring of 1963 was slightly larger than a year earlier, with more acreage for harvest offsetting a modest reduction in yields. Weather conditions were ideal during the early weeks of the 1963 season. Shipments were relatively heavy and prices were low during April. However, heavy rains in May caused some crop damage, reducing yields and adversely affecting quality. Prices for good quality eggplant ranged from moderate to high levels in May and June. For the season, returns to Florida growers were moderately below 1962 but above the 1957-61 average.

The market demand for eggplant has shown no significant trend over the years. In past seasons, growers have been able to maintain a reasonably even harvest pattern and marketing conditions have been favorable when total production held within a range of 125-130 thousand hundredweight. Assuming yields will approach the high levels of recent years, a balanced supply would be provided in 1964 with no change in acreage.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with no abandonment and a 1960-63 average yield, will result in a production 2 percent less than in 1963.

1964 Acreage-Marketing Guides
Spring Vegetables

Lettuce - Early Spring

(North Carolina, Arizona, New Mexico and California)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1964 Acreage Guide and Probable Production (see 1964 guide below)	37,800		1/ 189	7,108		
Background Statistics						
1963 Prel.	42,000	41,970	190	2/ 7,976	3.81	30,283
1962	34,520	34,480	206	7,111	5.93	42,196
1957-61 Average	46,098	45,708	157	2/ 7,098	3.83	26,780
1952-56 "	46,290	46,080	124	2/ 5,725	4.04	22,991

1/ 1960-62 average yields by states.

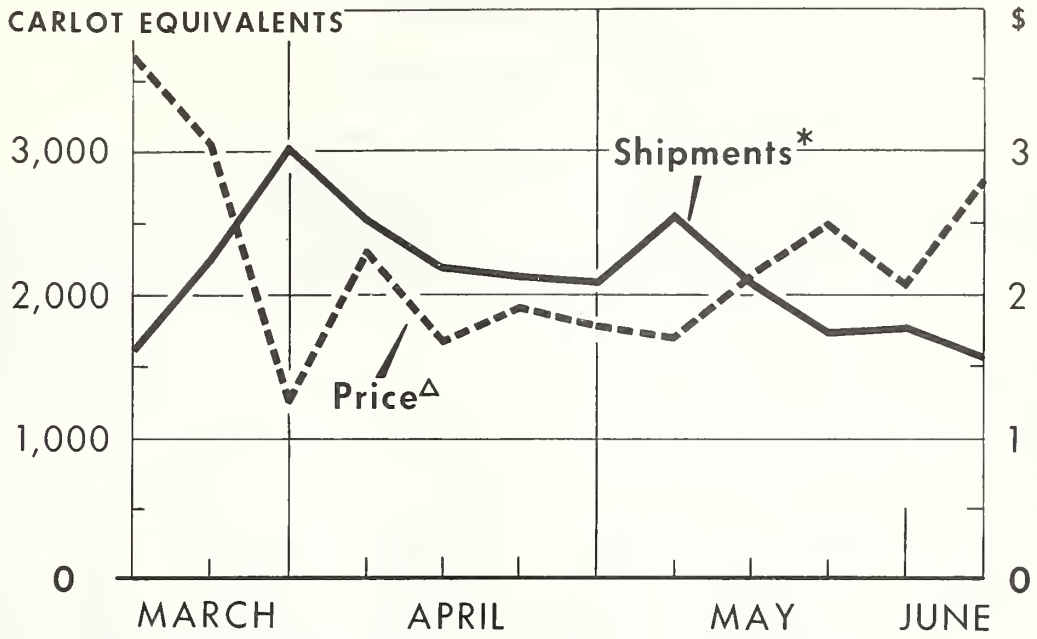
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 7 in 1952, 83 in 1953, 31 in 1954, 14 in 1956, 60 in 1957, 73 in 1958, 67 in 1959, and 18 in 1963.

Comments: The early spring lettuce crop was record large in 1963. California growers had received exceptionally high prices in 1962 and increased their 1963 plantings by more than 50 percent. Quality problems and low prices during May reduced yields, but the California crop was a fifth above a year earlier and the largest grown there since 1953. In Arizona, higher yields resulted in a moderately larger crop. Prices were high during March. Then a sharp drop occurred in early April as heavy shipments from the Salt River Valley, Dixie and Red Rock-Picacho areas of Arizona contributed to the season's peak volume. However, markets recovered quickly and prices ranged at moderate levels through the rest of April. Prices in May averaged much lower as central California and the Aguila area of Arizona provided the bulk of shipments. But a rapid recovery was again recorded in early June and growers in the Willcox area of Arizona received high prices.

Harvest timing once more proved to have a critical effect on the incomes of spring lettuce growers in 1963. But excessive supplies were available during most of May. A moderate reduction in crop size would improve the likelihood of a successful marketing season in 1964.

1964 Guide: The 1964 guide is a planted acreage 20 percent less than in 1963 in California and equal to 1963 in all other states. Such an acreage, with normal abandonment and 1960-62 average yields by states, will result in a production 11 percent smaller than in 1963.

LETTUCE: SPRING SEASON, 1963

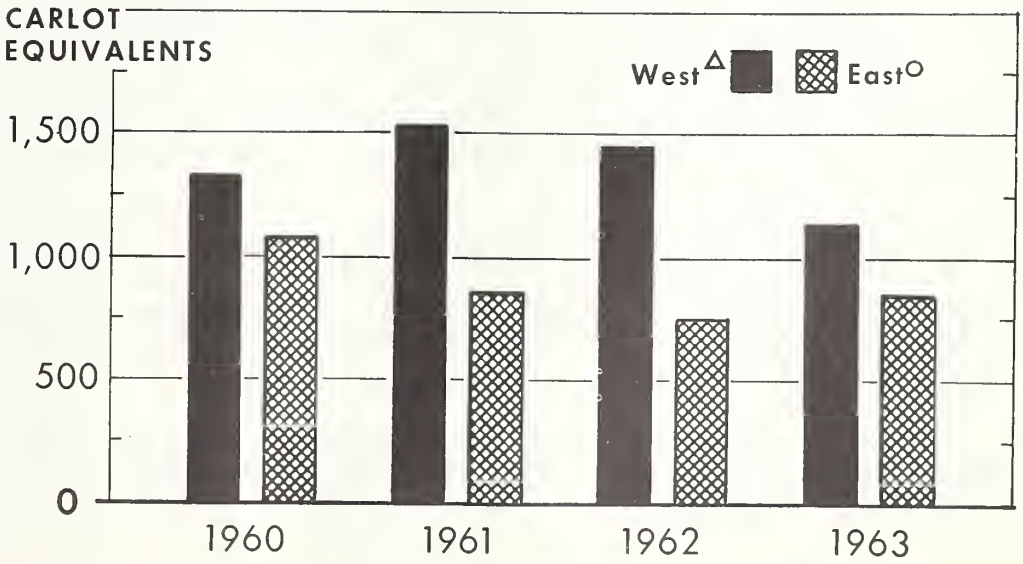


△DOLLARS PER CARTON (24'S) F.O.B. ARIZONA SHIPPING POINTS. *TOTAL U. S. RAIL AND TRUCK.

U. S. DEPARTMENT OF AGRICULTURE NEG. AMS 569-63 (9) AGRICULTURAL MARKETING SERVICE

AREA COMPETITION, SPRING LETTUCE

Unloads, Eastern Markets by Source*



*TOTAL UNLOADS IN JUNE IN PHILADELPHIA, WASHINGTON, D. C., PITTSBURGH, NEW YORK, BOSTON, BALTIMORE
△ARIZONA AND CALIFORNIA ○MASSACHUSETTS, NEW JERSEY AND PENNSYLVANIA

U. S. DEPARTMENT OF AGRICULTURE NEG. AMS 570-63 (9) AGRICULTURAL MARKETING SERVICE

1964 Acreage-Marketing Guides
Spring Vegetables

Lettuce - Late Spring

(Massachusetts, Connecticut, New Jersey, Pennsylvania, Washington and Oregon)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	5,920		1/ 157	901		
Background Statistics						
1963 Prel.	5,920	5,820	154	898	5.86	5,261
1962	6,250	6,150	148	913	4.58	4,178
1957-61 Average	7,070	6,770	154	1,048	3.96	4,172
1952-56 "	8,138	7,756	152	2/ 1,181	4.66	5,489

1/ 1956-60 average yield.
2/ Includes 15,000 cwt. not marketed in 1954 and excluded in computing value.

Comments: Late spring lettuce growers experienced a favorable marketing season in 1963. In all states, season average prices exceeded any recorded since 1954. Growers planted their smallest total acreage since World War II and were then troubled by unfavorable growing conditions. In the mid-Atlantic states, dry weather interfered with early crop development; in the Northwest, crop progress was retarded by a cold spring. Later conditions were favorable in all areas, but production fell short of the 1957-61 average by 14 percent. In addition to their own smaller volume, late spring growers benefited from a reduction in competition from California. The crop in the important Salinas-Watsonville area of California was delayed by cool weather and affected by quality problems and did not supply its usual share of June marketing requirements.

During the late spring season, large quantities of California and Arizona lettuce usually dominate the market and provide heavy competition for the smaller crops grown in the Northeast and Northwest. Under normal conditions in 1964, a late spring crop from an acreage equal to 1963 would provide adequate volume for market needs.

1964 Guide: The 1964 guide is an acreage equal to 1963. Such an acreage, with normal abandonment and a 1956-60 average yield, would result in a production about equal to 1963.

1964 Acreage-Marketing Guides
Spring Vegetables

Onions - Early Spring

(Texas)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage 5 percent less than in 1963)	22,800		1/ 127	2,722		
Background Statistics						
1963 Prel.	24,000	22,600	130	2,938	4.15	12,193
1962	25,500	22,300	120	2,676	4.60	12,310
1957-61 Average	29,460	26,900	98	2,539	4.08	10,220
1952-56 "	43,060	42,500	62	2/ 2,687	3.60	8,499

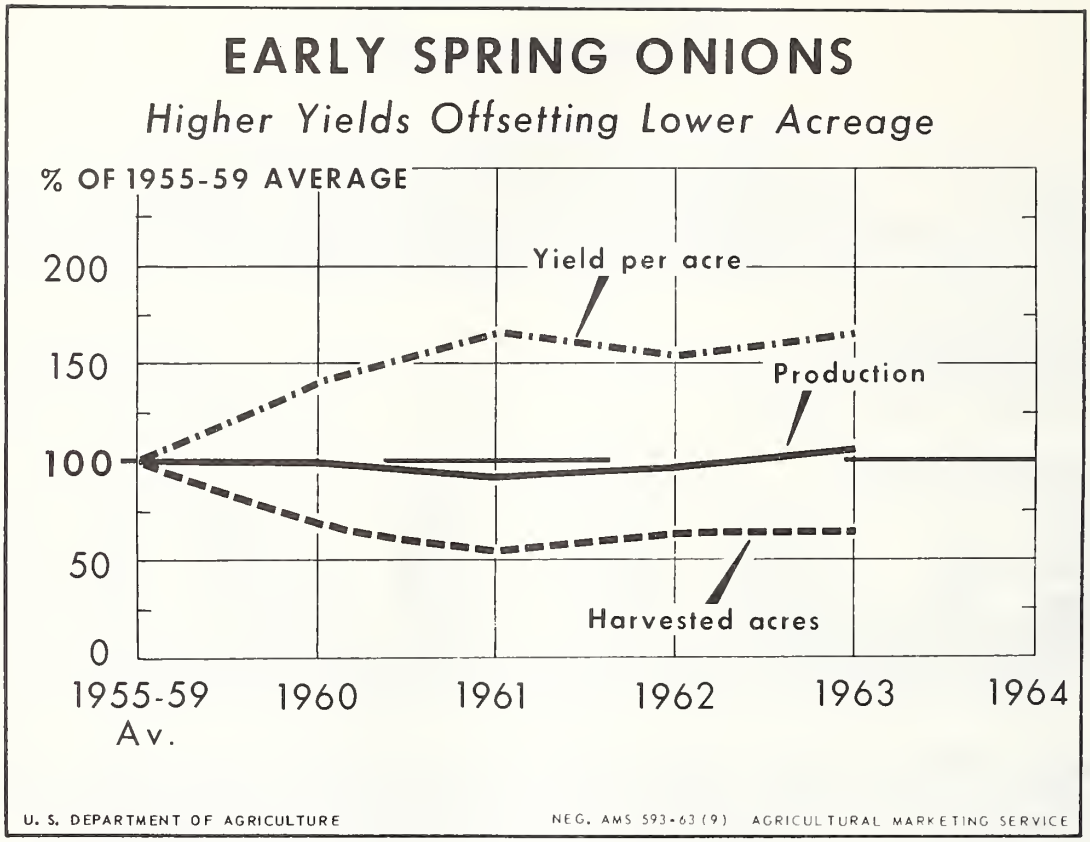
1/ 1961-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 421 in 1953 and 900 in 1956.

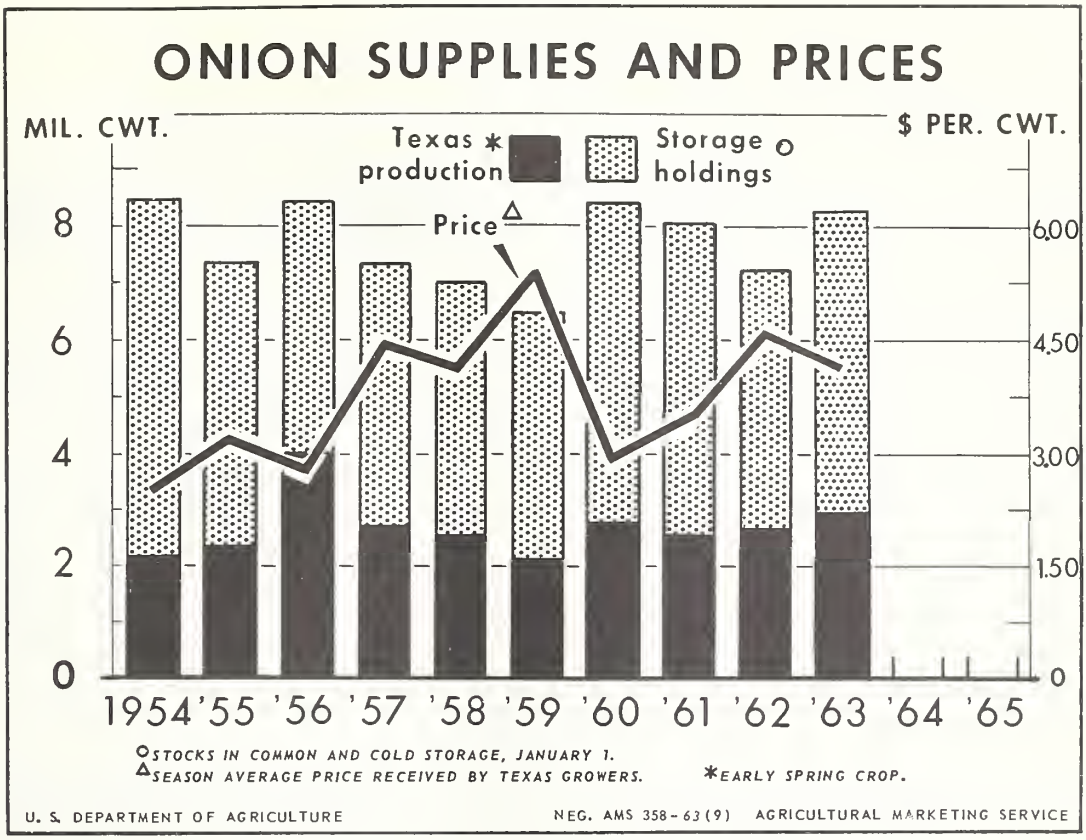
Comments: The 1963 spring onion crop in South Texas was the largest produced there since 1956. Growers reduced total plantings moderately from the preceding year but the acreage shift to high yielding districts continued. In spite of some severe weather in January, yields matched the record high average established in 1961. Pulling began in the Lower Rio Grande Valley in late February but activity was light until late March. In April, however, heavy volume became available from several districts. Lower Valley harvest peaked in mid-month and was closely followed by the Coastal Bend and Laredo areas. Prices, which had held at moderate levels from the season's start, weakened during the second half of April. But as volume declined in early May, returns climbed back to finish the season at high levels. Late April rains delayed the Winter Garden harvest and precluded the development of a hazardous market glut. As a result, the bulk of shipments from this district moved during May when supplies in the Lower Valley were depleted.

In 1963, Texas growers shipped a large crop at moderate prices. However, harvest timing was unusually good. Under normal conditions in 1964, the crop from a moderately smaller acreage would be sufficient to satisfy market requirements.

1964 Guide: The 1964 guide is an acreage 5 percent less than in 1963. Such an acreage, with normal abandonment and a 1961-63 average yield, will result in a production 7 percent less than in 1963.



During the early 1950's, onion yields in south Texas averaged 64 hundredweight per acre. This average was increased to 78 hundredweight per acre in the late 1950's. But even greater strides have been registered since then. In two of the last three years, growers have harvested 130 hundredweight per acre. Improved varieties and a shift from dryland to irrigated acreages have been largely responsible for the remarkable yield increases. As a result, growers have been able to satisfy market requirements with substantially fewer acres than were required during the 1950's.



Storage holdings of northern-grown onions were large in early 1963. But good domestic utilization and an active export demand depleted most of these supplies before the south Texas season got underway and no serious market overlap developed. The south Texas crop itself was substantially above average, but harvest timing was unusually good. Excessive shipment bunching was avoided and moderate prices were recorded. However, total value of the crop was slightly below 1962 when a 9 percent smaller crop returned high prices to growers.

1964 Acreage-Marketing Guides
Spring Vegetables

Onions - Late Spring

(California, Arizona, North Carolina, Georgia and Texas)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1964 Acreage Guide and Probable Production (planted acreage 10 percent larger than in 1963)	7,200		1/ 256	1,815		
Background Statistics						
1963 Prel.	6,600	6,400	292	1,872	4.51	8,442
1962	8,450	8,350	221	1,849	3.65	6,748
1957-61 Average	12,380	11,480	201	2/ 2,239	3.21	6,427
1952-56 "	13,610	13,510	143	2/ 1,938	3.71	6,460

1/ 1962-63 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 691 in 1953, 98 in 1954, 289 in 1958, 550 in 1959, 370 in 1960, and 35 in 1961.

Comments: Late spring onion acreage in 1963 was record-low and 22 percent smaller than a year earlier as Texas, Arizona, and California each made substantial reductions. Excellent yields were recorded in each of the major states, however, and total production was slightly larger than in 1962. Light harvest started in the Yuma area of Arizona in mid-April and was followed by activity in the Salt River Valley and in the desert areas of California late in the month. But peak shipments from both states did not occur until early June, as volume from south Texas was declining sharply. The June market benefited from reductions in competition from later areas; harvest of early summer acreage began later than usual and the crop was below average. In Arizona and California, which produced 93 percent of the total late spring crop in 1963, prices were the highest recorded in the last six years.

In 1964, other districts may compete more strongly for market outlets. However, with average yields, growers should be able to market the crop from a larger late spring acreage than was planted in 1963.

1964 Guide: The 1964 guide is a planted acreage 10 percent larger than in 1963. Such an acreage, with normal abandonment and 1962-63 average yields by states, will result in a production 3 percent smaller than in 1963.

1964 Acreage-Marketing Guides
Spring Vegetables

Peas - Early Spring

(California)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage 10 percent more than in 1963)	2,400		1/ 42	101		
Background Statistics						
1963 Prel.	2,200	2,200	42	92	10.90	1,003
1962	2,400	2,400	48	115	10.60	1,219
1957-61 Average	3,760	3,600	39	139	8.70	1,212
1952-56 "	6,050	5,830	32	187	8.23	1,501

1/ 1959-63 average yield.

Comments: Plantings of green peas for 1963 harvest were record low -- 8 percent below 1962 and 41 percent below the 1957-61 average. Although fresh market pea acreage has been declining steadily for many years, the drop in 1963 was primarily the result of unfavorable weather at planting time. Cold weather early in the season delayed crop progress in several important areas but good recovery was made and yields were near normal. Supplies were light during April. In early May harvest increased and moderate supplies were available until near the end of the shipping season. The season average price received by the growers was well above average, largely because of the low production which moved at a relatively stable rate.

Total per capita consumption of peas has remained relatively stable during the past two decades. However, there has been a pronounced shift from the fresh to the frozen product and at present, less than 2 percent of green pea consumption is in the fresh form. Although requirements for fresh peas are decreasing, there is still a special demand for a limited quantity. Assuming average yields, a larger acreage would be needed to supply 1964 market requirements.

1964 Guide: The 1964 guide is a planted acreage 10 percent more than in 1963. Such an acreage, with no abandonment and a 1959-63 average yield, will result in a production 10 percent greater than in 1963.

1964 Acreage-Marketing Guides
Spring Vegetables

Green Peppers

(Florida and Texas)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	8,000		1/ 92	691		
Background Statistics						
1963 Prel.	8,000	7,600	107	812	7.86	6,384
1962	7,400	6,300	86	543	12.31	6,683
1957-61 Average	9,600	8,260	72	2/ 593	11.30	6,283
1952-56 "	8,140	7,900	67	2/ 532	9.40	4,821

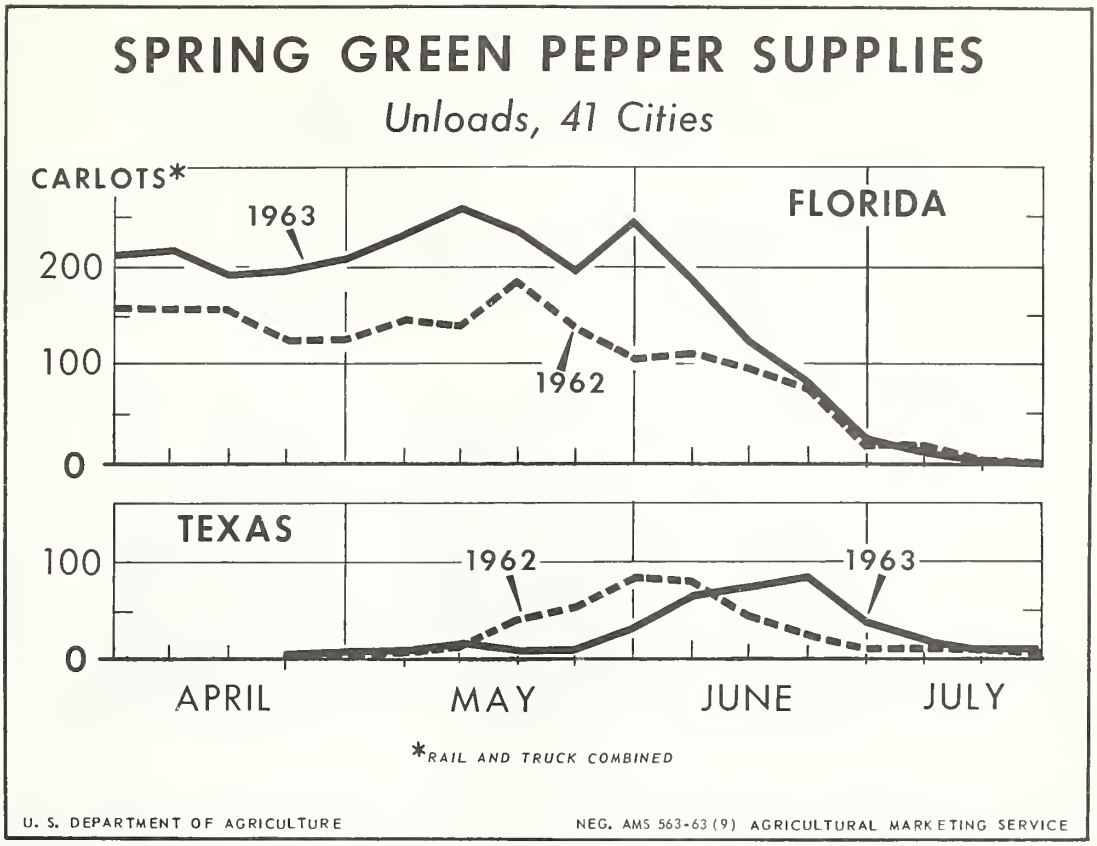
1/ 1960-63 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1954, 37 in 1955, 41 in 1958 and 59 in 1960.

Comments: The total acreage of spring peppers was 8 percent more than in 1962, with moderately larger plantings in both Florida and Texas. Despite early season dry weather, the crop in the Lower Valley of Texas developed satisfactorily and yields were above average. In Florida, all commercial producing areas had favorable weather conditions. Acreage abandonment was much less than usual and a record high yield, more than 50 percent above average, was achieved in 1963. The resultant total spring production exceeded all previous levels and was 37 percent more than the 1957-61 average. Florida shipments were heavy through May and prices were low. The average return to growers was the lowest since the mid-1950's. The bulk of the Texas crop was harvested during June. Market conditions were good at that time and the season average price received by Texas producers was relatively high.

Considerably fewer spring peppers will be needed in 1964 to satisfy anticipated market demand. Assuming average yields however, a sufficient crop reduction would be realized in 1964 with no change in plantings.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and 1960-63 average yields by states, would result in a production 15 percent less than in 1963.



During the 1963 spring season, marketings of green peppers from Florida were larger than in any prior year. Harvest timing was favorable among the principal commercial areas, and thus helped prevent any serious bunching of supplies in April. But shipments became excessive in May. Prices declined to low levels in mid-May and continued low into early June. By mid-June, however, there was a sharp seasonal decline in volume from Florida and this was accompanied by good price recovery. Peak shipments from Texas did not occur until late June and the season average price received by Texas growers was high.

1964 Acreage-Marketing Guides
Spring Vegetables

Spinach

(Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Ohio, Missouri, Maryland and Virginia)

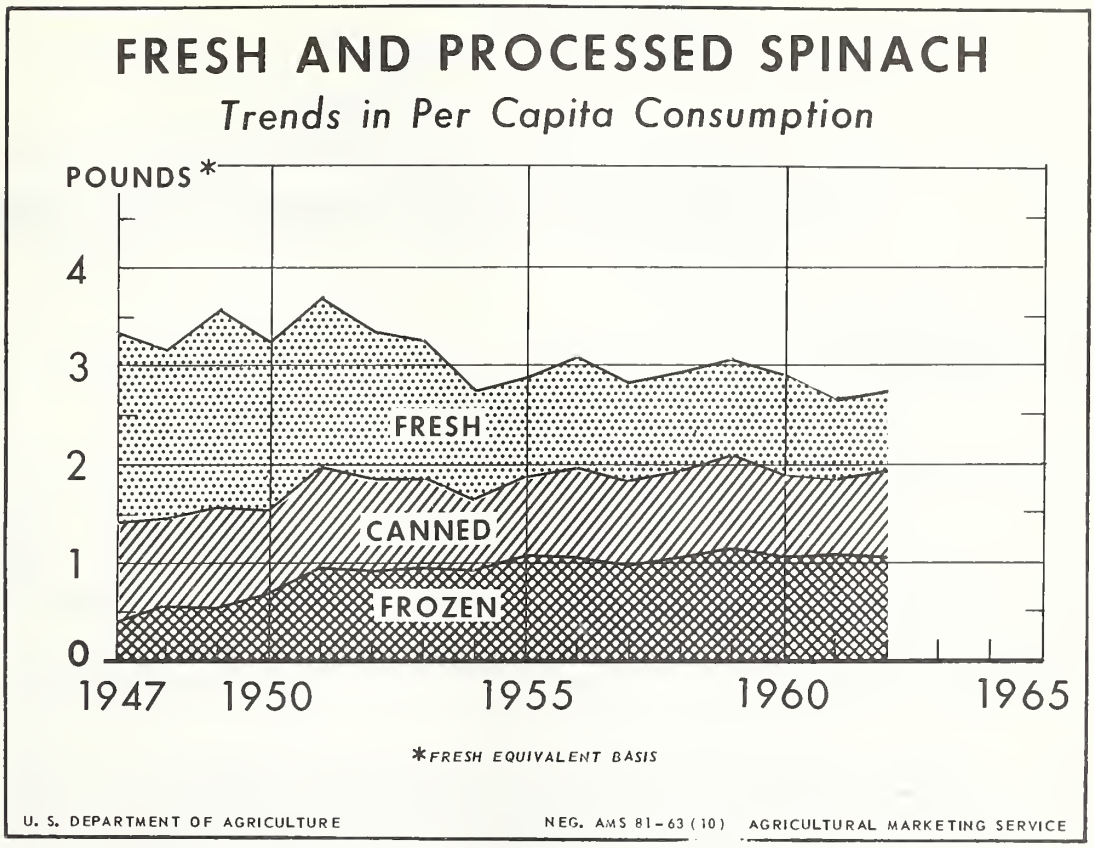
Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	6,000		1/ 62	346		
Background Statistics						
1963 Prel.	6,000	5,370	59	319	6.53	2,082
1962	6,070	5,170	63	327	5.90	1,929
1957-61 Average	7,532	6,862	59	405	5.11	2,068
1952-56 "	10,032	9,358	64	2/ 594	4.86	2,878

1/ 1960-62 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 10 in 1954, 9 in 1955, and 3 in 1956.

Comments: Production of spring spinach in 1963 was 2 percent below the previous low in 1962. Acreage for harvest was up slightly from 1962, but unfavorable weather reduced yields in many of the important eastern producing areas. Prolonged cold weather hindered field work in Pennsylvania and New York; abandonment was heavy and yields were below average. In Maryland and Virginia, which usually furnish about a fifth of the spring supply, cold dry weather resulted in low yields. In northern Ohio, heavy May frosts caused some damage, but generally favorable growing conditions prevailed in other midwestern areas and regional production was about equal to 1962. Because of production difficulties, supplies were below normal during the first portion of the season and prices received by the growers were high. Prices declined to moderate levels as shipments reached a seasonal peak in late May. The season average price received by the growers was the highest of record.

Production of spinach for spring harvest has been trending downward during the past decade. However, producers should be able to successfully market a larger crop in 1964. Plantings in 1964 equal to 1963, with normal yields and abandonment, would provide a sufficient increase.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1960-62 average yield, will result in a production 8 percent more than in 1963.



Per capita consumption of spinach has declined moderately in the last fifteen years. All of this decline has been at the expense of the fresh form; the average person today consumes less than half as much fresh spinach as he did during the late 1940's. Canned spinach has maintained its position during this period. But the use of the frozen product has increased sharply. From 1947 to 1952, per capita consumption of frozen spinach more than doubled. Since then, it has continued to increase in popularity, although at a much slower rate.

1964 Acreage-Marketing Guides
Spring Vegetables

Tomatoes - Early Spring

(Florida, Texas and California)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	29,600		1/ 136	3,788		
Background Statistics						
1963 Prel.	29,600	26,300	137	3,599	7.87	28,341
1962	26,900	26,200	144	3,783	7.29	27,575
1957-61 Average	45,500	41,600	94	2/ 3,723	7.98	29,005
1952-56 "	64,600	56,380	71	2/ 3,976	7.69	30,236

1/ 1961-63 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 102 in 1954, 100 in 1956 and 305 in 1958.

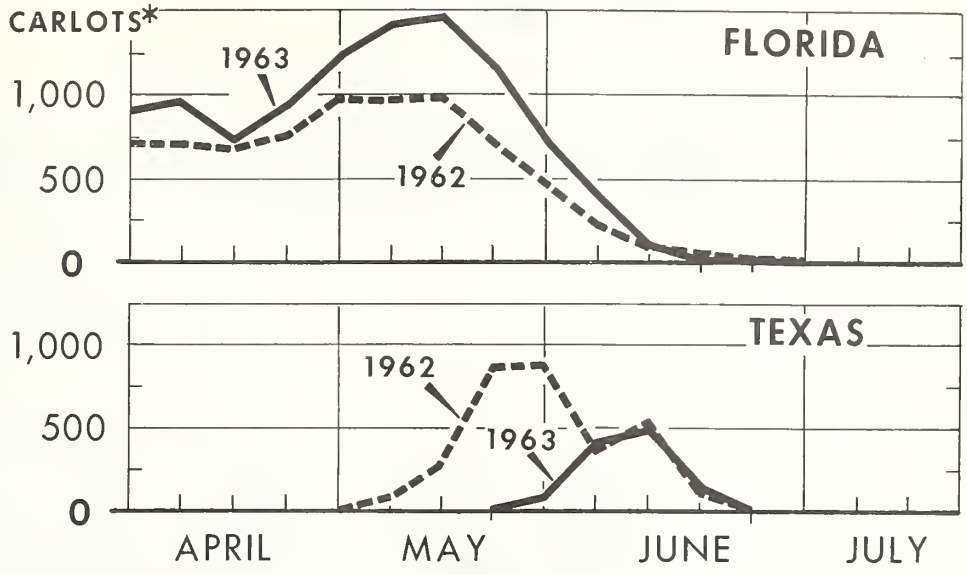
Comments: Freezes affected all early spring tomato areas in 1963. Early Florida plantings suffered a setback, but in Texas and California, damage was more serious and considerable replanting was necessary. Following replanting, the Texas crop continued to suffer from frosts, high winds and a shortage of irrigation water, so that nearly a fourth of the planted acreage was abandoned. The Florida crop made good progress, and excellent weather during harvest prompted record high yields. Spring shipments from the state peaked in mid-May. Prices reached their lowest level in May, but the market did not vary widely and prices averaged moderate for the season. The Texas acreage matured late and the shipping season was short; the bulk of the crop was moved during the first two weeks of June. California production was considerably below average as poor yields resulted from the early cold weather. The small crop was absorbed by western markets at favorable prices.

In 1964, there should be a market for a larger production. With normal yields, however, a sufficient increase can be achieved with no change in acreage.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and 1961-63 average yields by states, will result in a crop 5 percent larger than in 1963.

TOMATO SHIPMENTS BY STATES

Early Spring Season

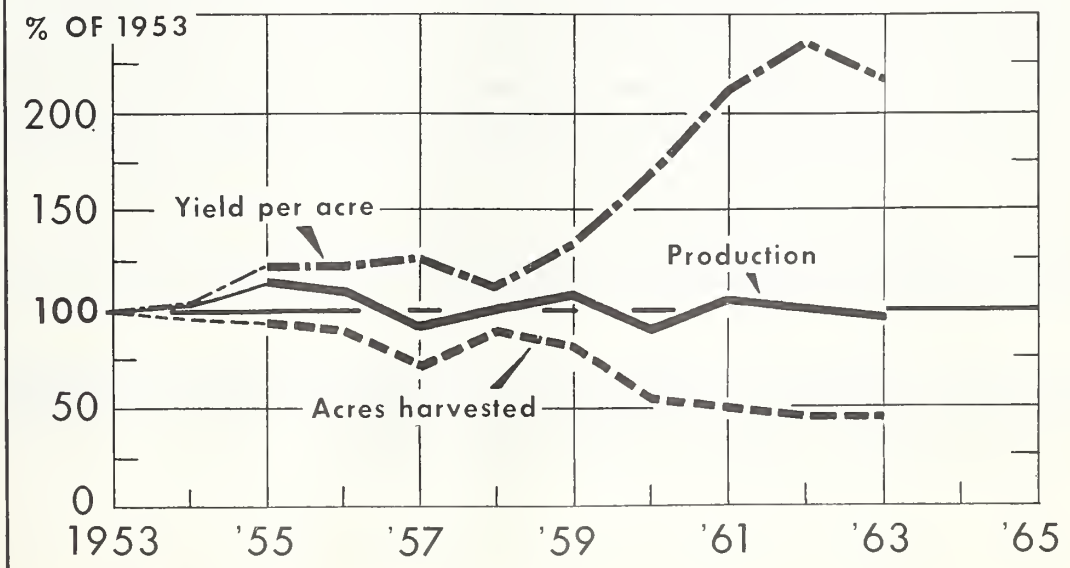


*RAIL AND TRUCK COMBINED.

U. S. DEPARTMENT OF AGRICULTURE NEG. AMS 564-63 (9) AGRICULTURAL MARKETING SERVICE

EARLY SPRING TOMATO TRENDS

Acreage Decline Offset by Increasing Yields



U. S. DEPARTMENT OF AGRICULTURE NEG. AMS 361-63 (10) AGRICULTURAL MARKETING SERVICE

1964 Acreage-Marketing Guides
Spring Vegetables

Tomatoes - Late Spring

(South Carolina, Georgia, Mississippi, Louisiana and Texas)

Year	Acreage Planted (acres)	Acreage For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1964 Acreage Guide and Probable Production (planted acreage 5 percent less than in 1963)	18,800		1/ 54	944		
Background Statistics						
1963 Prel.	19,800	18,800	55	1,043	5.46	5,700
1962	19,300	17,100	51	871	5.91	5,151
1957-61 Average	25,980	23,900	48	2/ 1,089	6.02	6,351
1952-56 "	45,080	37,860	34	1,288	7.28	9,038

1/ 1959-62 average yield.
2/ Includes 216,000 cwt. not marketed in 1958 and excluded in computing value.

Comments: Late spring tomato acreage was increased moderately in 1963 as larger plantings in South Carolina and Louisiana more than offset a reduction in Georgia. Early prospects indicated that the crop would be very large. Harvest was active in most late spring areas by early June. These shipments experienced heavy competition from south Texas supplies which peaked in early June, much later than usual. Then in late June, heavy rains in South Carolina, Georgia, and Louisiana sharply altered the crop outlook. In South Carolina, the rains struck at the peak of the harvest season; 400 acres were abandoned and yields were reduced substantially. In Louisiana, where the bulk of the crop was shipped before mid-June, returns averaged above a year earlier. But prices in all other late spring states were below 1962 levels.

In most years, substantial quantities of Texas and Florida early spring tomatoes are marketed in competition with crops grown in the late spring states. Adequate supplies for potential market outlets in 1964 can be grown on a smaller late spring acreage.

1964 Guide: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage, with normal abandonment and a 1959-62 average yield, will result in a production 9 percent smaller than in 1963.

1964 Acreage-Marketing Guides
Spring Melons

Cantaloups

(Arizona, California, Florida and Texas)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (planted acreage equal to 1963)	33,600		1/ 121	4,025		
Background Statistics						
1963 Prel.	33,600	33,300	125	4,156	6.72	27,920
1962	33,200	32,900	120	2/ 3,964	5.69	22,505
1957-61 Average	34,680	33,620	107	3,544	6.12	21,337
1952-56 "	45,700	43,480	102	2/ 4,417	5.64	24,849

1/ 1959-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 7 in 1955, 10 in 1956 and 10 in 1962.

Comments: In 1963, total acreage was up slightly compared with a year earlier. Increases in Texas and Arizona plantings more than offset a sharp decrease in California. In the western states, cool weather held back the crop but did not adversely affect output. The average yield for the spring group equalled the record set in 1959. Production in Arizona and California combined approximated 1962, but in Texas, the crop was 21 percent larger. Total production was up moderately from a year earlier, and was the highest since 1959. In the Imperial Valley of California, harvest started early in May but volume was light until late in the month. In the Yuma, Arizona area, active harvest started the last week in May and the bulk of the crop was marketed during June. Peak movement in Texas occurred during the last half of May. Prices were strong during the spring, due partly to below-normal competition from summer crops.

With normal weather and the usual timing in harvests, the production from an acreage in 1964 equal to that in 1963 should satisfy market needs.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 3 percent less than in 1963.

1964 Acreage-Marketing Guides
Spring Melons

Watermelons - Late Spring

(Florida and California)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1964 Acreage Guide and Probable Production (see 1964 guide below)	66,500		1/ 133	8,609		
Background Statistics						
1963 Prel.	77,100	75,100	140	2/ 10,535	1.65	16,551
1962	75,800	72,800	129	2/ 9,372	1.89	13,613
1957-61 Average	92,780	87,980	101	2/ 8,697	1.84	14,558
1952-56 "	101,540	96,480	89	2/ 8,616	1.93	15,662

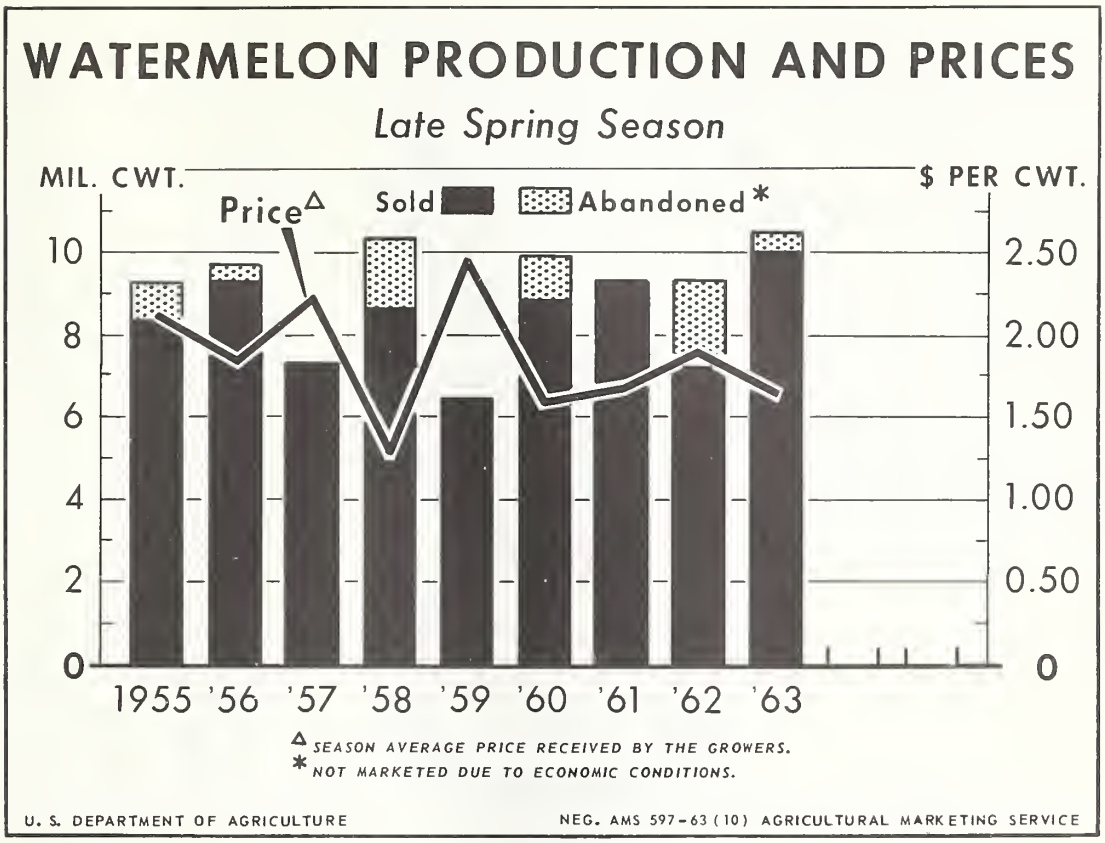
1/ 1961-63 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 741 in 1954, 882 in 1955, 455 in 1956, 1756 in 1958, 1129 in 1960, 2152 in 1962 and 518 in 1963.

Comments: In 1963, an increase in Florida plantings more than offset a reduction in California. Total acreage was 2 percent more than in 1962. In spite of frosts and dry weather in Florida, the crop developed well. Record yields were obtained both in Florida and California. Total production was a record and was 16 percent above the 1958-62 average. Harvest in Florida began in late March and continued into early summer. Shipments peaked during the first half of June; more than 9,000 carlot equivalents were marketed in the two-week period. Shipping point prices weakened as the season progressed and were at distress levels as harvest peaked. In California, volume was moderate throughout the season. Growers' prices averaged at a relatively high level.

In three of the past four years, spring watermelon production in Florida significantly exceeded market needs, resulting in frequent periods of surplus supplies and depressed prices. In 1962, growers in that state abandoned a fourth of their tonnage and in 1963 again left a sizeable volume unharvested because of low prices. A substantial cut in Florida acreage in 1964 would provide a crop in better balance with market needs.

1964 Guide: The 1964 guide is a planted acreage 15 percent less than in 1963 in Florida and equal to 1963 in California. Such acreages, with normal abandonment and 1961-63 average yields by states, will result in a production 18 percent less than in 1963.



Spring watermelon production has frequently exceeded market requirements in recent years. In 1963, growers produced an extremely burdensome crop. A large quantity was moved to market but many sales were made at distress prices. Part of the crop was left in the fields because of the market condition. In 1964, growers will have to substantially reduce their production to balance supplies with market requirements.


1913 ★ 50 YEARS ★ 1963
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